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ABSTRACT

An outgrowth of three seminars sponsored by the State Library of Florida and the Florida Health Science Library Association in June 1985 for public, institution, and health sciences librarians, this guide is a direct response to those librarians' requests for help in letting their communities know that their libraries are accessible and reliable sources of health information. Following a brief introduction, the guide is divided into seven sections: (1) an overview of the Consumer Health Information (CHI) promotion project, which suggests a number of service options that libraries can offer and provides a list of readings to help libraries in establishing their own services; (2) suggestions for using posters, bookmarks, clip art, and other materials for promoting CHI services; (3) a sampler of existing library-based programs and services; (4) CHI resources, including kinds of materials that should be in the library collection, sources of some of these materials, information and hotline numbers, a list of professional and volunteer health organizations in Florida, and a list of federal health information clearinghouses; (5) sample reference policies and materials; (6) sources of information and materials on AIDS; and (7) sample brochures, fliers, and bookmarks. (CGD)

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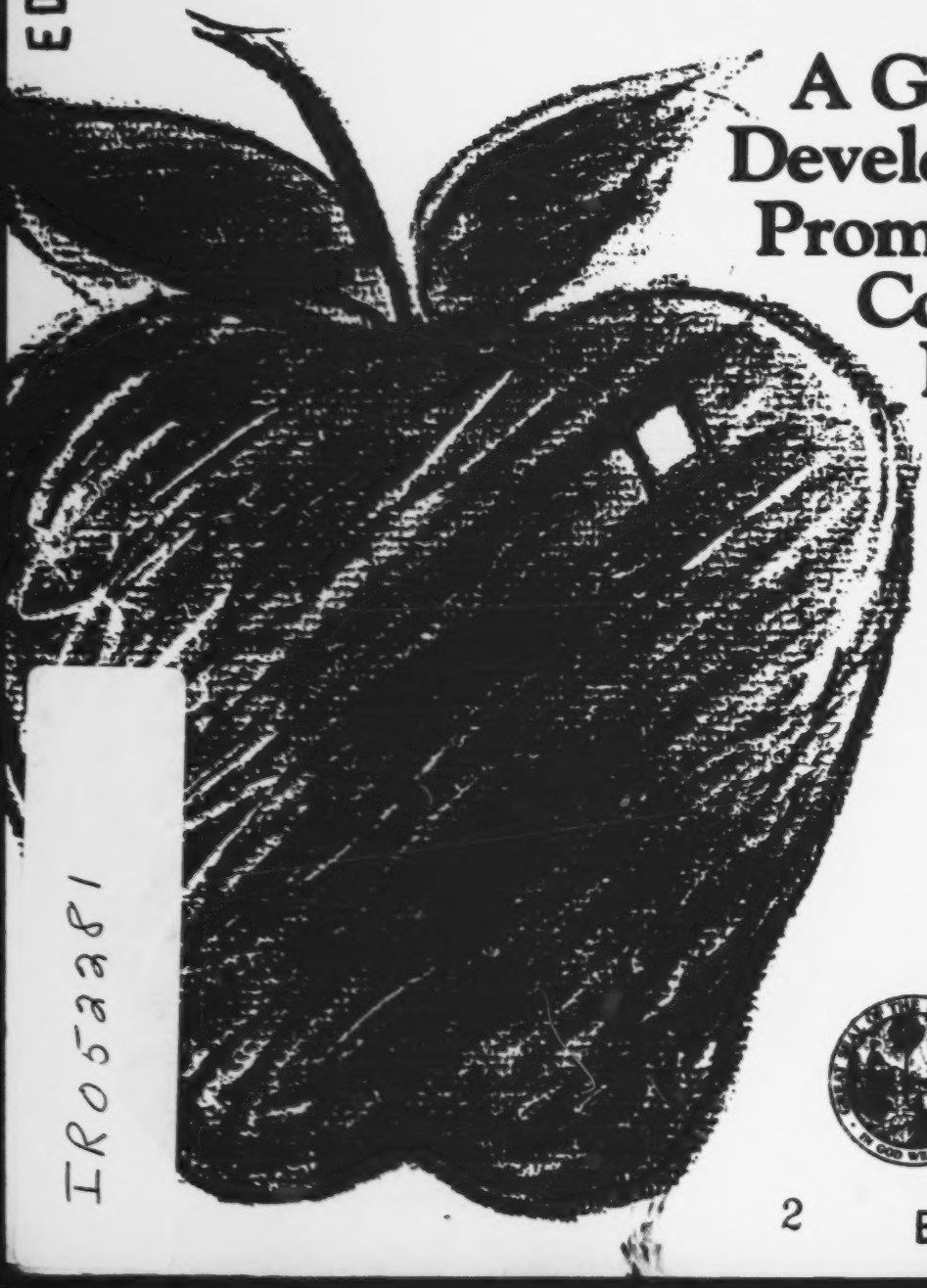

A Guide To Developing & Promoting Consumer Health Information

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HEALTHINFO
AT YOUR LIBRARY

A GUIDE TO DEVELOPING & PROMOTING CONSUMER HEALTH INFORMATION

Edited by
Kathleen Mayo
Library Consultant
State Library of Florida

1987

FLORIDA DEPARTMENT OF STATE
Jim Smith
Secretary of State
DIVISION OF LIBRARY AND INFORMATION SERVICES
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INTRODUCTION

This Consumer Health Information (CHI) promotion project is an outgrowth of three seminars held in June 1985 that were sponsored by the State Library of Florida and the Florida Health Science Library Association. Alan Rees, a well-known authority on CHI services, was the seminar instructor.

The 76 public, health science, and institution librarians who attended the seminars asked for help in letting the public know about their CHI materials and services. These posters, bookmarks, clip art, and guide are a direct response to that request.

Libraries need a way to let their communites know that they are an accessible and reliable source of consumer health information. The promotional materials are designed to help libraries convey that message to both the general public and the health care establishment.

Kathleen Mayo, a Library Consultant at the State Library, is the project director. She was assisted with contributions from many people, including these folks: State Library consultant Elizabeth Curry (layout and advise), librarians in the State Library's Information Center (background research), Suzy Burrows and Gus LaRocco of the Louis Calder Library (information on their CHI network), Bob Bell and Gwen Montgomery in the Department of State's Graphics Section (graphics assistance), Bill Condon at Blue Cross and Blue Shield of Florida (sample newsletters), and the many librarians nationwide who shared information about their CHI programs.

In addition, Ms. Mayo's secretary, Dennis Mathis, prepared the copy, Hector Perez of Perez, Lynch and Partners Advertising designed the graphics material, and Don MacKenzie, at Florida Atlantic University, administered the project funds.

CONSUMER HEALTH INFORMATION: AN OVERVIEW

> "Health: a state of complete physical, mental, and social well-being and not merely the absense of disease."
> — World Health Organization

Why Consumer Health Information?

Americans are witnessing a rapid transformation in the medical establishment that treats everything from their on-the-job falls to open heart surgery. One aspect of that change is seen in the new role that consumers, the folks who use/procure health services, are taking in relationships with their health care providers, the suppliers/sellers of health services.

The general public no longer depends on others to determine their health care needs and treatments. Many consumers are now taking an active part in all of the decisions made regarding their health. Part of this new activism is an outgrowth of the general consumer movement, but there are also other factors involved, including.

- -- rising health care costs
- -- interest in health education to reduce costs and absenteeism
- -- concern over nutrition, weight loss, and physical fitness
- -- willingness to accept more responsibility for one's own health
- -- widespread acceptance of the concept of "informed consent" as being the basis for medical treatment

What is the library's role?

Health-related materials have always been a significant part of library collections, but in the early 1970s they took on a new importance. People requested materials on childbirth, diets, alcoholism and that new area: wellness. Publishers recognized a burgeoning market and doubled and tripled their offerings of health-related books. The public loved it. They were finally able to read about issues that had previously been found only in the realm of medical literature.

Today libraries are offering more than books. They are expanding their services to include health information in all formats, CHI programming, specialized reference services, and cooperative activities with all types of libraries. This all helps the consumer to:

- -- relate to physicians better
- -- ask the right questions of health professionals
- -- make wise economic choices about health care
- -- accurately describe their problems to health providers

What can libraries do?

There are many ways for libraries to provide consumer health information. Programs often start with modest collection improvement projects and expand to include programming, networking, or database searching. Here are some service options to consider:

1. Assess current resources: print and non-print materials, personnel expertise, and community resources.

2. Organize an advisory group of library staff, health professionals, consumers, and support group members to advise the library on policies, programs, materials, and community needs.

3. Build up the CHI collections of books, pamphlets, journals, newsletters, audiovisuals, databases, charts and models.

4. Develop attractive bibliographies of CHI holdings.

5. Make contacts with community agencies and organizations concerned with health care delivery.

6

6. Develop informal networks with area libraries and patient education centers:

   Public Libraries: make contacts with health science libraries for assistance with difficult reference questions and in-depth medical searches; get help with staff training in handling reference questions and in selecting materials

   Health Science Libraries: make contacts with public libraries to arrange for referring requests for some CHI materials and to refer patients on discharge from the hospital

   Institution Libraries: contact Public and Health Science libraries for appropriate assistance.

7. Conduct library-sponsored CHI programs: outside speakers and workshops, health fairs (sponsor or participate), information and referral (start one or improve existing CHI listings), programs for area support groups, etc.

8. Develop a collection of health-related catalogs for persons who are disabled or need health and rehabilitation supplies and aids.

9. Develop formal networks with area or regional libraries of all types. (See pages 26 and 27 for examples.)

What is the role of state institution libraries?

State institutions have not always been receptive to sharing health information with their residents/inmates. But even those facilities are realizing the value of residents understanding treatment programs and taking responsibility for their own health and well being.

Aside from the general suggestions, these libraries should consider:

1. getting top administrative backing for library efforts in the consumer health area
2. establishing contacts with public and health science libraries to provide back up support for CHI questions and advise on selecting materials
3. working closely with institution health care and recreation staff receptive to the project
4. establishing contacts with voluntary health organizations, health departments, local medical societies, academic PE and sports programs, area fitness centers, and support groups. They can be a source for programs, publications, and advise.
5. sponsoring outside speakers and workshops with help from institution and community resources. Possible topics might be: developing an individual fitness program, exploring women's health care concerns, staying healthy on an institution diet, meeting and understanding your child's needs while you are inside, exploring information about AIDS, and coping with the stress of institution life.

Some Helpful Information For Starting A CHI Service

Not all consumer health information projects are elaborate, staff-intensive services funded through large grants. Many libraries have operated CHI services on shoestring budgets and have still managed to be very effective.

Here are some articles, books, and audiovisuals to help libraries in establishing their own services.

Alloway, Catherine Suyak and Linda Salisbury. "Issues in Consumer Health Information Services," RQ, pp. 143-149, Winter 1983.

Alloway and Salisbury provide a good overview of CHI activities and discuss key issues for librarians in answering health related reference questions.

Bain, Christine A. editor. Health Information from the Public Library: A Report on Two Pilot Projects. New York State Library, 1984. ($5 from Gifts and Exchange, New York State Library, Cultural Education Center, Albany, NY 12230).

This report summarizes the results of projects completed in 1983 by the Nioga Library System, Lockport, NY and the Onondaga County Public Library, Syracuse, NY. In addition to a wealth of data on each project, the report contains the project manuals, handouts, programs, bibliographies, and other useful information.

Beven, Barbara. "References Services for a Wellness Program," Medical Reference Services Quarterly, pp. 1-10, Spring 1985.

In 1981, York Hospital, York Hospital Library and the York County Public Library System, through an LSCA grant, joined forces to promote wellness in their Pennsylvania community through a series of Wellness Institutes and a combined, computerized health education bibliography.

Consumer Health Information Notebook. State Library of Florida, updated regularly. (Request a two-week loan from Kathy Mayo's office).

This notebook contains articles about CHI services (including the ones on this list) and sample publicity materials from projects around the country. Many of the articles are from publications that are not indexed in Library Literature or other indexing services.

Faust, Julia B. "Public Access Health Information: A Model That Works," Library Journal, pp. 43-45, June 15, 1987.

Faust describes the Community Health Information Resource Project (CHIRP), a cooperative project involving three libraries (hospital, public, and high school) in Oak Park, Illinois. Besides detailing the development steps in the project, she also explains the budget, acquisition practices, publicity, training, and project activities. CHIRP services are now accessible to all Illinois residents.

Hackleman, Karen T., Kelly Jennings, et al. "Wellness in Industry," Library Journal, pp. 46-49, April 15, 1985.

The article describes CHI programs at the Health Education Center in Pittsburgh, the Tulsa City-County Library, and WELCOM (Wellness Council of the Midlands) in Omaha in promoting health and fitness programs in the workplace with area industries and businesses. Sample services include preparation of service directories, sponsorship of health fairs and lectures, safety promotion, and employee counseling.

Kolner, Stuart J. And Jeanette M. Rhodes. "Consumer Health Information: Expanding Services Without Outside Funding," Illinois Libraries, pp. 884-889, September 1982.

This article outlines some of the specific considerations in setting up a separate CHI collection and in establishing a multitype network with area libraries.

Moskal, Judy. "Body Shop Health Fair," Illinois Libraries, pp. 90-91, January 1985.

The Arlington Heights Memorial Library (IL) sponsored a full-blown, daylong health fair for all members of the family. This article details the planning and community cooperation that went into a very successful health education experience. Each of the days' activities are also described.

Rees, Alan M., editor. Developing Consumer Health Information Services. Bowker, 1982.

This is a comprehensive look at the many issues involved in CHI services including reference techniques, materials selection criteria, and procedures for establishing community networks. It also has detailed descriptions of several well-established programs such as CHIN, CHIPS and InfoHealth.

Willberg, Carolyn S. and Jane Belt. "Health Info: Consumer Health Information Center," Rural Libraries, Volume V, number 1, 1985.

Willberg and Belt describe the development of a CHI project in rural Washington State. They give detailed descriptions of the process they went through, project activities, and evaluation results.

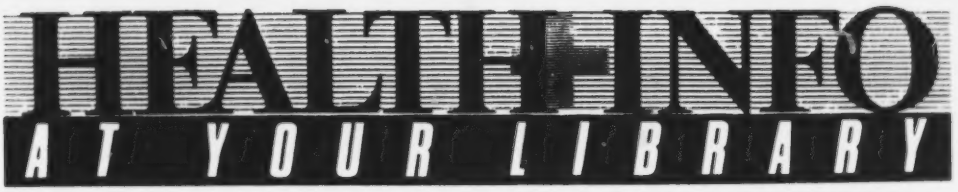
Audiovisual Materials

"Trigger Tape for Discussion of the Difficult Medical Reference Questions" (#VC-263 or VC-262). 1/2 VHS. Available from Audiovisual Section, State Library of Florida.

This video, produced by the Health Science Library at SUNY Buffalo, presents sample library reference situations in an open ended format. It was shown at the 1985 CHI seminars and proved to be a valuable tool for in-house training of library staff.

"The Spectrum of Library Services in Health Care," ASCLA Health Care Libraries Section program, 1980. (2 audiotapes). Request loan from Kathy Mayo at the State Library.

This ALA/ASCLA program includes presentations on library services at M.D. Anderson Hospital/Texas Medical Center (on cancer information for patients and their families provided through Houston Public Library), Pierce County (WA) Public Library (including health information delivered through a frequently updated telephone-based service), and the Mayo Clinic Library (on services delivered through their Patient Library.)



SOME SUGGESTIONS FOR USING THESE MATERIALS

POSTERS

Poster locations

Don't just hang the posters inside the library. Use them to attract people to your services.

Put the posters where they'll do the most good: in places where people congregate or where they go for health-related needs. Many places in town would be happy to support the library, you just have to ask. Consider these locations:

Places	Where People:
— Pharmacies	wait for prescriptions
— Fitness centers	change in dressing rooms
— Sports stores	wait to pay
— Government buildings	wait in line to pay bills or buy auto tags and licenses
— Bus stations	wait for buses
— Post Offices	fix mail or stand in line for service
— Cafeterias	wait for the line to move
— Clinics	sit in waiting rooms
— Natural foods stores/ restaurants	wait to pay their bill

In hospitals and institutions, also try these locations:

— Staff lounges	read bulletins & eat
— Vending machine areas	congregate for a break
— Institution clinic	wait to be seen and checked out
— Mail room	wait to get mail
— Patient waiting rooms	wait and read magazines
— Elevators	ride and read

Personalize them with the name of your library. Use attractive press type letters that are large enough to read at a distance.

A Note On Mounting Posters

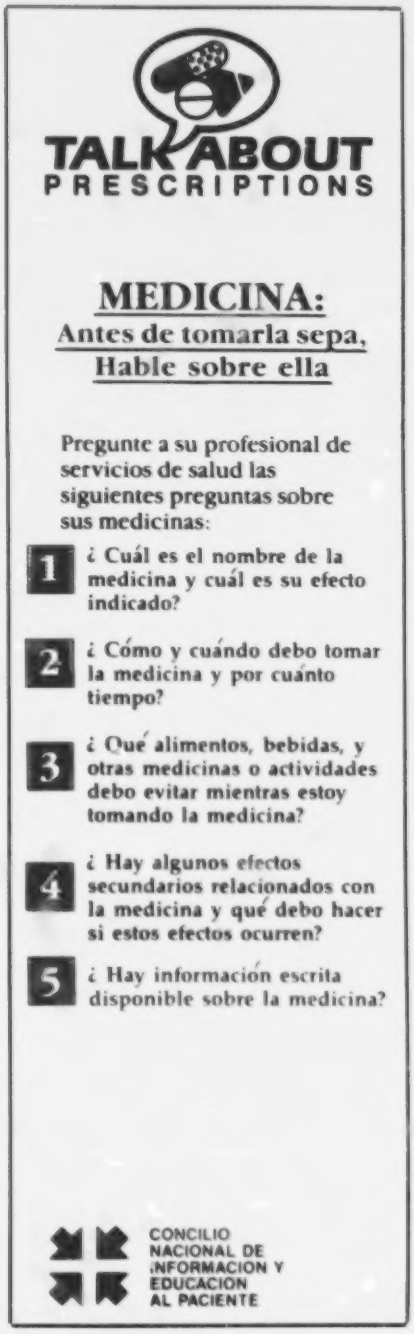
Mount your posters for longer life. We recommend mounting posters on foamboard (foamcore). Foamboard is a lightweight board material that is foamy on the inside, with a surface crust of stiffer board. It will keep your posters rigid for standing up or hanging.

You can mount posters yourself (approximately $2/poster) or have a framing studio do it if you're all thumbs (approximately $5/poster). You may want to cut the foamboard larger than the poster and leave a border, with room to attach other information. Or you might want to trim the foamboard exactly to the size of the poster, for an effective free-standing display.

BOOKMARKS

Some tips on using bookmarks to promote the library:

- -- Use the bright colored bookmarks from the promotion kit as well as those that you make yourself using the clip art.
- -- Stamp or print them with the library's name, address, and phone number.
- — Create a series of bookmark/bibliographies on different health topics.
- -- Make folded bookmarks and include a short list of new titles on special health topics. Use paper 5 1/2" X 8" and fold lengthwise.
- -- Print your own bookmarks using attractive colored papers.
- -- Distribute them where they can reinforce your CHI services:
  - — at the reference/information desk
  - — at events where you talk to a group about the library's CHI services and materials
  - — on hospital meal trays
  - — enclosed with news releases and public service announcements sent to area media
  - — with every book checked out during a special CHI event
  - -- with paychecks for hospital and institution employees


TALK ABOUT
PRESCRIPTIONS
MEDICINA:
Antes de tomarla sepa,
Hable sobre ella
Pregunte a su profesional de servicios de salud las siguientes preguntas sobre sus medicinas:
1 ¿ Cuál es el nombre de la medicina y cuál es su efecto indicado?
2 ¿ Cómo y cuándo debo tomar la medicina y por cuánto tiempo?
3 ¿ Qué alimentos, bebidas, y otras medicinas o actividades debo evitar mientras estoy tomando la medicina?
4 ¿ Hay algunos efectos secundarios relacionados con la medicina y qué debo hacer si estos efectos ocurren?
5 ¿ Hay información escrita disponible sobre la medicina?
CONCILIO NACIONAL DE INFORMACION Y EDUCACION AL PACIENTE

CLIP ART

The clip art on the mat sheets in this packet is reproducible and camera-ready. It can be enlarged, reduced, or duplicated—depending on how you want to use it.

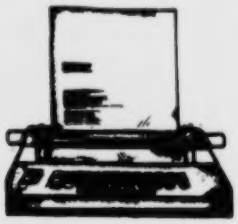
The packet contains clip art in various sizes for many different purposes:

- logos illustrating the general Health Info theme
- logos for 14 different health topics
- a sheet for use as a program announcement
- ad mats (public service announcement fillers) for the different health topics

Using the logos:

Use the logos from this project to illustrate:

resource lists	— on individual health topics
fliers	— that advertise the library's CHI services — that explain how to talk with your doctor or pharmacist on health topics
bookmarks	— with short lists of materials on specific health topics — that advertise a health-related library event — that explain the library's CHI services
annual reports	— with information on your CHI services for the year
library newsletters	— to announce CHI services — to advertise programs — with short lists of materials on high interest topics
organization & community newsletters	— to remind them of CHI services at the library — to publicise a short list of materials on a special topic of interest to the group (ex: Children's Health for the local PTA; Diet & Nutrition for Weight Watchers; Smoking cessation for a corporate newsletter) — also for hospital, HMO, home extension, and rural electric publications — to publicize the types of questions that the library can answer



Adapt logos for these projects:

program announcements	— to advertise a special program or event
buttons	— to identify the library staff who answer health information questions — as give-aways for special events
T-shirts	— to promote the library's CHI services (worn by reference/information staff, especially) — as prizes for contests or races
placemats	— for local restaurants, pot luck suppers, or hospital trays — including a list of health/fitness questions and facts from the library
AV presentations	— as part of general presentations about the library — to help illustrate a presentation on CHI services

FITNESS & EXERCISE

Health Information That'll Have You Up In Arms

The Consumer Health Information Project is designed to bring you useful information on a variety of health topics including Fitness and Exercise. The public libraries in your community are glad to offer you information for the best of your life.
For further information contact:

(Place Library name and address here)

Using the clip art ads:

These ads can be used on the same types of printed items as the logo clip art.

- Add the library name, address, and phone number.
- Ask local newspaper and magazine editors to use one of the ads (with library identification) as filler whenever space is available.
- Enlarge the ads to make posters or program announcements.
- Keep the printed message or add your own local version.

OTHER TIPS FOR PROMOTING CHI SERVICES

1. **Bibliographies**

Librarians love to make lists of materials, but some are more useful than others. Create lists that:

- will help your reference/information staff meet a recurring demand
- are presented in an attractive format
- are made up for special groups (either on demand or as a means of demonstrating the library's resources)
- are timely and kept current
- include nonbook materials (cassettes, pamphlets, newsletters, and videos) as well as books

If a good, readily available list from another organization covers the subject, use it and stamp the library's name on the back. Be sure to check the library's holdings against the list and purchase missing items.

Clip art logos were produced for 14 of the most common health-related topics. Use them or other hot topics to identify important resources.

Use bibliographies in newsletters and distribute at clinics, health fairs, pharmacies, employee assistance programs, hospital waiting rooms, weight loss classes, library and community programs, and anywhere people need to know about the library's CHI services.

2. **Take the credit**

"Put your library name on every piece of information that leaves the library. You've done a literature search or copied a magazine article. Return it with this message attached: "Here's the (health) information you requested from (name) library. We look forward to serving you again." Have a shorter verson on a rubber stamp."

(A Nation of Readers: 1985 Publicity Book, ALA)

Bill Condon, at the Blue Cross and Blue Shield of Florida Library, attaches a blue card imprinted with the library logo and a similar message to all information provided to employees and other users. His signature in calligraphy makes it especially personal and attractive.

3. **Ideas for Health Science Libraries**

- Let new staff know about CHI services as part of the library's presentation at orientation programs. Include a flyer or bookmark on the service as part of your handouts.

- If the library has a column in the staff newsletter, make frequent mention of the CHI service.

— Offer to speak at consumer health programs sponsored by the hospital or HMO. The public library should consider you a ready reference.

— Work with Patient Education to develop helpful information packets to send home with patients. Information for new parents might include reading lists on parenting (from the public library), and information on nutrition and working mothers. Develop packets for particular ailments that include recent research findings, diet, exercise, and a bibliography of fiction and non-fiction titles. Develop special packets for families of patients—how to care for a person with a broken leg, with diabetes or someone who has had a back operation.

4. Sponsor programs to coincide with health-related days and events

Use the calendar of events on pages 49-52 to identify appropriate events for the library to celebrate. Many of the organizations that sponsor these observances are eager to involve libraries in their promotions. Like American Bike Month and World Health Day, they produce free or inexpensive resources to help promote the event: posters, clip art, brochures, promotion ideas, and booklists.

"Talk About Prescriptions Month," an October event sponsored by the National Council on Patient Information and Education, is an excellent example of a worthwhile event that can be used to promote both library services and consumer health. "Medicine: Before You Take It, Talk About It" is this year's theme. It focuses attention on the need for consumers and health professionals to communicate more effectively about prescription medicines.

The Council provides a complimentary 12-page planning newsletter, a sample poster, sample articles, and camera-ready clip art with logos, bookmarks, and a flyer. Aside from planning information, the newsletter includes a list of very useful publications (free and inexpensive) and audiovisuals available from the Council.

Local pharmacies are a logical co-sponsor for the event and they can underwrite the cost of the handouts and publications. For more information, write to "Talk About Prescriptions Month," National Council on Patient Information and Education, 1625 I Street, Suite 1010, Washington, DC 20006.

5. Reach out to local support groups

Contact support groups in the local community to inform them of your CHI services. (There are support groups for persons who have many different diseases/conditions: cancer, colostomies, spinal cord injuries, diabetes, hearing loss, etc.) Ask them to share their newsletters and brochures with the library. Their publications are often very helpful because they go beyond medical information and talk about how to live with and survive certain illnesses and conditions. Add their organizations to your community I&R file.

6. **Ideas for state institution libraries**

Although word-of-mouth is the most effective way of informing residents and inmates about anything that happens in the library, there are additional ways to promote CHI.

- Participate in workplace health promotion efforts. Supply handouts about library services and materials as well as brochures from health organizations.
- Have flyers or bookmarks included with employee paychecks.
- Contribute articles on CHI services and library sponsored events to facility newsletters.
- Co-sponsor health-related events that involve residents and staff in high visibility activities: health fairs, workshops, exercise programs, etc.
- Utilize the skills of resident/inmate artists to design program announcements, bulletin boards, and library logos.

7. **Work with local media**

- For major events, such as health fairs, prominent speakers, or exhibitions, develop a media kit that provides: a press release about the event, captioned photographs, background information on the library and its CHI services, a fact sheet highlighting the importance of the event in your community, and a special logo or illustration designed for the event.

- Send news releases to the newsletter editors of local medical societies, support groups, voluntary health organizations, community organizations, and corporations.

- Compile a list of CHI facts and common reference questions (and answers). Suggest that the local newspaper use this information as a sidebar to a health-related story; all you would like is a credit for the library. Offer to perform a similar service whenever the editor is interested in additional information.

- These are some newsworthy items for local newspapers or newsletters:
  - your CHI services (emphasize the availability of trained librarians, as well as specialized directories and databases, medical and health-related journals and newsletters, current government reports, books and audiovisuals on all phases of health)
  - the most requested CHI titles/subjects (list the most popular CHI materials during the previous year)
  - CHI reference questions (listing the interesting/unusual/popular questions asked during the year)
  - seasonal articles (information on nutritious alternatives to traditional holiday fare; drinking & driving facts near holiday party time, etc.)
  - telephone reference (a story on the telephone side of CHI services, including facts on the types and number of telephone inquiries handled in a year/month/week)
  - use of CHI materials (with examples of how people have used CHI services in making health-related decisions)

A SAMPLER OF LIBRARY-BASED PROGRAMS

SAMPLE PROGRAMS AND SERVICES

In the mid-1970s libraries started paying closer attention to the health information needs and demands of the general public. In response to those needs some very sophisiticated networks were established among health/science academic libraries, hospital libraries, and public libraries. Some of the best examples of these networks (including the Community Health Information Network - CHIN - in Boston, the Health Information Service at Tulsa Public Library, and the Consumer Health Information Program and Services - CHIPS - in Los Angeles) are well documented by Alan Rees in his book Developing Consumer Health Information Services (Bowker, 1982).

Here are some short descriptions of programs in public, academic, institution, and health/science libraries that were started in the 1980s. Far from being a comprehensive listing, they are offered as a overview of what is possible and what seems to be working across America.

You may also request a notebook of CHI articles and brochures for a two-week loan from Kathy Mayo at the State Library. It contains further information about these and other programs.

PUBLIC AND INSTITUTION LIBRARY SERVICES

√ When The Arlington Heights (IL) Memorial Library was exploring programming ideas for their health-conscious community, they decided to try a **"wellness" fair** that they called The Body Shop. The Body Shop was a health awareness fair presented for family enjoyment with activities and displays geared for everyone from age three and up. In cooperation with a local hospital, the parks department, and the health department, they planned an event that involved every conceivable health-related agency or store: voluntary health organizations, health food stores, local drug stores, and the police and fire departments.

At the door, guests were given maps of the exhibit areas, a bag for holding all the brochure and goodies (including toothbrushes, nurse and doctor hats, coloring books, and dental floss), a personal chart to mark their vital health signs at different screening stations, and a bibliography of library health-related materials. Some of the activities and displays included a tour of the mobile rescue unit, a model hospital room, an x-ray viewer with sample films, an energy stop with health food, a dentist's chair manned by local dental school students, vision and hearing screenings, and a fitness trail.

(Illinois Libraries, 1-85)

√ The Osterhout Free Library in Wilkes-Barre, Pennsylvania now houses the **Regional Diabetes Library** for their county. Funding for the facility was provided by the local chapter of the American Diabetes Association, the Federation of Women's Clubs, and a local department store. Medical oversight of the library is provided by a local endocrinologist active in the ADA; local medical personnel aided in the selection of books, magazines, and audiovisuals. There is also a computer terminal with a printer and software related to diabetes.

(Library Hotline, 10-27-86)

√ More than 1500 children came away with a healthier attitide toward their bodies and libraries after they visited the **health fair for children and their parents** sponsored by the Brown County Library and a local hospital auxiliary in Green Bay, Wisconsin. During this program children were able to check their weight, height, and blood pressure, learn how to use the 911 emergency number, test their hearing and vision, and sample nutritious snacks. Other activities included a tour of a rescue squad vehicle, a hospital bed for kids to climb into and operate, and a presentation on dental care. A hospital play therapist also worked with the kids to help alleviate their fears about hospitals and showed them hospital equipment and wheelchairs. Publicity efforts included radio and television spots, posters, flyers sent to all nursery and grammar schools, and school announcements over the P.A. systems.

(68 Great Ideas: The Library Awareness Handbook, ALA, 1982)

√ The Plainedge Public Library (NY), in cooperation with the Nassau County Department of Health, offered **free immunizations for children.** The program was timed just right for late summer and back-to-school time. The library wrote and circulated an article with its newsletter titled "The New Childhood Disease Threat" and a "Childhood Immunization Checklist."

(1983 Publicity Book, ALA)

√ Onondaga County Public Library in Syracuse (NY) offered another variation on the **library health fair.** Working with more than 20 organizations, they sponsored "Be in the Pink — Take Charge of Your Health." Advertised by pink helium-filled balloons, the fair included an array of information and screening tests. There were also displays on choking intervention, exhibits of clothing adapted for special needs, and slide shows and videotapes on health topics ranging from arthritis to special diets to choosing a doctor.

(Power Tools Publicity Book 1984, ALA)

√ The Volusia County Public Library System in Daytona Beach has devised a unique method of building their CHI collection. Their **"Honor Your Doctor"** program encourages patrons to make donations to the library in honor of a favorite physician. The funds are then used to purchase new titles for the health information collection. The honored doctor receives a handsome certificate acknowledging the gift and the giver.

(recent conversation with library)

√ "Health Dial" was the title of a CHI project for Maryland **correctional libraries** that put TelMed audio tapes into major correctional libraries to allow inmates to dial up their tapes of choice on a closed telephone system. The libraries also purchased extensive collections of print and audiovisual materials on timely consumer health topics. These libraries were the major institution source for pamphlets on AIDS and safe sex.

(ALA Yearbook of Library & Information Services 1986)

√ The Champaign (IL) Public Library received an LSCA grant to establish a statewide **resource center on Alzheimer's disease.** Project staff worked with gerontology specialists to acquire all available print and nonprint materials on the subject and related areas. They also produced an information guide on Alzheimer's disease and held a series of statewide workshops for librarians and patrons.

(ALA Yearbook of Library & Information Services 1986)

√ Central Massachusetts, a **semi-rural area with small and medium-sized independent public libraries,** is the recipient of an LSCA funded project ($50,000) to provide CHI service. Its main emphasis is in building library collections, but it also addresses staff training for developing expertise in accessing and sharing other resources, the establishment of special collections at four larger libraries, and an extensive publicity effort to sell the local library as a reliable source of health-related information. "Most other projects have involved urban areas with fairly large and well-equipped public libraries and a single large source of medical information."

(Library Journal, 9-1-85)

Chicago Public Library has expanded its well-received AIDS Information Project to include 1) providing **information on sexually transmitted diseases (STD)** to adults and young adults; 2) encouraging young adults to use the library's biological-medical resources to prepare health-related projects for area science fairs; and 3) assisting young adults to produce videotapes on STD, sexual decision making, and AIDS for use in the classroom and inclusion in neighborhood library STD collections. Numerous health programs were held in the main and regional libraries that utilized speakers from Chicago health agencies, hospitals, and universities. For more information on the LSCA-funded Health Information Project, contact Ingrid Lesley at 312/281-7565.

(CPL press release, 9-86)

√ The Carnegie Library of Pittsburgh employed the services of a **volunteer psychologist** on duty two hours a week to answer questions, in person or over the phone, about mental health concerns. An addition to the library's Health Education Library Program (HELP), the new program joined a service that also offered the advice of a registered nurse.

(Library Hotline, 10-31-83)

√ The Portland Public Library recently started the **Portland Health Aware Program** to provide consumer health resources for the general public in the southern part of Maine. Initial activity includes collection expansion for both reference and circulating materials (that patrons will access through an Information Delivery Service to their local library) and staff training in using health materials. A two-day Health Fair on the Square will include exhibits, demonstrations and lectures, and associated book displays and printed materials for the area in front of the library and the library itself. A series of articles in local papers and magazines called Up-to-Date-Health feature the use of the new collection and related events. Programs include a noontime mini-series on health and fitness topics, an employee-fitness seminar, and presentations on baby care and children's exercise and eating. The library will also be developing a health services directory in collaboration with area health agencies. Contact Barbara D. Smith or Janet Grinnell (207/773-4761) for more information.

(PPL press release, 1-27-87)

√ To provide more visibility for their health-related materials, the Windsor (CT) Public Library set up a health information center where all the materials on this topic are shelved. With a little over **$2,000 from a local foundation** they also beefed up their book and pamphlet offering, bought a pamphlet file, and developed some effective signage.

(U*N*A*B*A*S*H*E*D Librarian, Number 55, 1985)

STAND-ALONE CHI SERVICES

√ The Center for Medical Consumers in New York City and the Planetree Health Resource Center in San Francisco are two unique programs providing consumer health information in a stand-alone setting. The CMC began in 1976 as a **lay medical library** designed by consumers in response to what they saw as unnecessary surgical procedures. Their collection concentrates on the top 10 requested areas (i.e. diagnostic procedures, drugs, surgical procedures) and is weeded often. The CMC tries to provide consumers access to information that doctors should use when making health decisions. They also try to find or develop materials that go beyond medical information to include information from a consumer's perspective (ex: dealing with long-term effects of diseases). Their "Health Facts" newsletter is available by subscription.

Planetree, a 6-year old program attached to the Presbyterian Medical Center, is modeled after the CMC. It is open to the public, with no fees for consulting materials in the collection or getting the advice of a medical education specialist. For a fee, they will develop an up-to-35-page answer to questions needing research in online medical databases. Like CMC, Planetree produces packets of information to help consumers make decisions about specific medical procedures.

(1987 ALA Conference program and Library Hotline, 12-1-86)

MULTI-TYPE LIBRARY SERVICES

√ The Metropolitan Cooperative Library System, based in Pasadena, has a **service exchange link with the VA's** Wadsworth Hospital in West Los Angeles. In their Memorandum of Understanding linking the libraries, the VA agrees to answer medical and consumer health questions, review such answers provided by MCLS staff, help in online searching of medical information, and provide photocopies and interloan services from its collection.

MCLS in turn provides the hospital with answers to questions outside the latter's subject scope, performs online searching of nonmedical data-bases, provides photocopies and interloan services from member libraries, and includes VA staff in system workshops and training.

(Library Journal, 11-1-83)

√ Connecticut's public libraries now have access to health information through **HEALTHNET**, a LSCA-funded consumer health information network centered at the University of Connecticut Health Center Library. HEALTHNET aims to encourage information sharing between public libraries and the many local, state, and federal health organizations that produce and distribute consumer-oriented books, pamphlets, and audiovisuals. Specific project activities include the presentation of workshops to help librarians develop skills to answer consumer health questions and to identify and evaluate appropriate materials; publication of a newsletter to inform librarians about important CHI resources; consultation on collection development related to CHI; preparation of subject bibliographies; and development of publicity programs and materials to promote public libraries as sources of consumer health information. For more information contact HEALTHNET, Health Center Library, University of Connecticut, Farmington, CA 06032; 203/674-5055.

(Connecticut Libraries, July/August 1986)

√ RINC, the Resource Information Network for Cancer, is a joint action community project of the Division of Cancer Control of the UCLA Jonsson Comprehensive Cancer Center, American Cancer Society, and Los Angeles County Public Library System. The major objective of the program is to increase **public awareness and use of cancer resources and information.** Project activities include seminars and workshops on general or specific topics on cancer or cancer-related topics; RINC collections of audiovisuals, books, and pamphlets housed at five LA County Public Libraries; and RINC-produced bibliographies and resources.

The topics covered in the collections are varied and include cancer information and methods of management, hospices/home care, cooking for cancer patients, books for children with cancer, coping with cancer, prevention and detection, and cancer quackery. For more information, contact RINC at Jonsson Comprehensive Cancer Center, 1920 Wilshire Blvd., Suite 1106, Los Angeles, CA 90024; 213/206-6562.

(RINC brochure)

√ In South Carolina, libraries are able to access medical information through the South Carolina Health Information Network (SCHIN), the first **statewide online health information network** in the country. Twenty-one health/science libraries are the core membership of the network and have contributed to the growth of the online catalog by entering their holdings into the database. Associate members (non-medical libraries which do not contribute holdings) have access to all SCHIN services. SCHIN services include access to the online union catalog and miniMEDLINE, and electronic mail and interlibrary loan.

(South Carolina Librarian, Fall 1986)

√ **Two rural counties** in central Pennsylvania have a working relationship with a local hospital: they catalog the hospital's materials on OCLC and the hospital backs them up on medical questions that their reference departments cannot answer. Both counties also list their recorded Health Line phone number (with the list of available tapes) in their local telephone books. Their relationship started several years ago with an LSCA-funded project and is now on-going.

(notes from an ALA Conference program)

HEALTH SCIENCE LIBRARY SERVICES

√ At the Strong Memorial Hospital in Rochester, NY, the Sarah K. Davidson Library provides **information on illness and death for patients and their families.** To help families facing a terminal illness, the Davidson family started the library with original funding from memorial bequests and grants from health-related organizations such as the United Cancer Council. The collection includes over 700 books, a variety of pamphlets and periodicals, and a growing number of audiovisual materials. Materials have been duplicated at the Rochester Central Library, making information available throughout the county via interlibrary loan.

(Library PR News, Vol. 6, Numbers 11 & 12, 1983)

√ The Health Sciences Library of Ohio State University (Columbus) has begun a **fee-based program**, Medical and Health Information (MHI), offering research services to individuals outside of the university community. Since its debut in January, MHI has predominantly served attorneys and physicians. MHI offers database, document delivery, and reference services; clients can make requests by telephone (toll-free) or in person. To speed the transmission of requests, an electronic bulletin board or telefacsimile is available.

(Library Journal, 5-15-87)

√ For a number of years in the late 1970's and early 1980's the Twin Cities Biomedical Consortium, a group of 31 health sciences libraries in Minneapolis-St. Paul, produced a **monthly newsletter** for librarians, health educators, and health professionals on health information resources. The newsletter highlighted important consumer-related articles, listed area health education programs, and described new publications from various sources. Bimonthly they published a selected bibliography on an important CHI topic such as Anatomy and Physiology or Marriage/Divorce/Family Relations. One issue included the times and locations for area farmers markets along with the nutrition value of available produce. The publication was financed by a local HMO and ceased when funding ran out and initial CHI programs were well established.

(Consumer Health Info, July 1982 and recent conversations)

√ Among the books in a new library at the **St. Jude Children's Research Hospital** in Memphis are some that deal with people who have faced illness and/or death. It is hoped that, besides entertaining the young patients who are at the hospital or staying at hotels while they are undergoing treatment, they can be comforted by learning about people who have similar problems. A volunteer from the Junior League is coordinating the project.

(Library Journal, 2/15/84)

√ Like all of the Veterans Administration hospitals, the one in Columbia, Missouri has a special emphasis on **patient education materials**. The Patient Education Collection is a specialized collection of health information materials for patients and their families. Books, audiovisuals, and pamphlets are available on a variety of health problems, health care, and medical procedures.

Health information is used to increase the patient's knowledge of the disease for which he is beign treated, present the rationale behind the treatment regimen, thereby increasing patient compliance, and present cause/management information to prevent subsequent admissions. Notations are made in the patient's chart when information is provided.

(Show-Me-Libraries, March 1983)

√ Aside from operating a medical library, the Moss Rehabilitation Hospital in Philadelphia is also the site of the Regional Resource and Information Center for Disabled Individuals. Their collection contains information on all aspects of physical disability and rehabilitation for both the layperson and professional. They collect books, pamphlets, journals, newsletters--anything that has information on services, programs, attitudes, and facilites. One of their unique services is the **Travel Information Center** which offers travel tips and information on the accessibility of hotels, restaurants and sight seeing attractions all over the world. People contact the Center in person, by phone or by mail. For more information, contact the Resource Center, Moss Rehabilitation Hospital, 12th & Tabor Road, Philadelphia, PA 19141, 215/329-5715.

(notes from 1987 ALA conference)

ELLEN GARTENFELD HEALTH INFORMATION NETWORK

LOUIS CALDER MEMORIAL LIBRARY
UNIVERSITY OF MIAMI

In today's world consumers suffer from either too much, too little, or perhaps worst of all, misinformation. Because physicians are too busy, they are not always able to answer questions satisfactorily. To compound the problem, the patients do not know enough to ask the right questions. The end result is the missing link in health care. Consumers need timely, authoritative and specific information to make responsible decisions about their care. Patients who are informed not only get better more quickly, they stay healthy longer.

The Ellen Gartenfeld Health Information Network of the Louis Calder Memorial Library, University of Miami School of Medicine was established to address this problem. The network is named for a pioneer medical librarian who created one of the country's first consumer health networks in 1977 in Cambridge, Massachusetts and whose family resides in South Florida. The impetus for its development came from patients and family members of volunteer support groups of the medical school. Members of these organizations increasingly turned to the Louis Calder Memorial Library for health information. In handling these requests, however, the library staff learned that while it had at its disposal the panoply of resources to meet the needs of health care professionals, the materials at the layman's level were not wholly adequate. It was, therefore, decided to establish a consumer health services division of the library.

NETWORK DEVELOPMENT: The Medical School Auxiliary, one of the support groups, generously provided money for start-up costs. (They continue to fund the network at approximately $10,000/year.) This enabled the library to proceed with a program of network development in stages. An experienced librarian was also assigned to the project as the full-time Network Coordinator. With modest funding at hand, operations were begun on a small scale and on an informal networking basis, with the intention of gradually expanding and formalizing operations. A full range of consumer health information services is currently available to all persons affiliated with the University of Miami and its teaching hospitals.

THE COLLECTION: The Ellen Gartenfeld Health Information collection reflects South Florida's large and diverse population: its various cultural and ethnic backgrounds, life styles and age characteristics. Its resources on Alzheimer's Disease, for example, which affects older people who comprise a large segment of Florida's population, are of special depth and include a directory of services in South Florida compiled by the Network Coordinator. Holdings consist of books, journals and pamphlets written for the layman. Especially useful has been the acquisition of "CHIS - Consumer Health Information Service," compiled by Alan M. Rees (University Microfilms International, 1983 with 1985 and 1987 Supplements). It comprises 1500 pamphlets on all aspects of health on microfiche with a corresponding hard copy volume of abstracts and index.

SELECTION: The Network's book collection has been developed through a process of judicious evaluation and selection. A notable selection tool is Rees' Consumer Health Information Source Book (Bowker, 2nd ed., 1984). Noted herein are 975 books, each with a critical annotation and recommendation as to purchase. Particular books are recommended for a core collection. Other important sources for collection development are the New York Times Book Review, Library Journal, American Journal of Public Health and American Journal of Nursing.

LOCATER TOOLS: Online access to consumer health literature is afforded through BRS and Wilsonline. BRS's "Consumer Drug Information" or CDIF offers online descriptions of more than 250 of the top generic drugs in the United States representing more than 50,000 brand names and comprising 95% of prescriptions in the United States. Particularly helpful is the "Combined Health Information Database" or CHID which is a multimedia database including printed materials and audiovisuals. The Popular Magazine Index or PMRO indexes two hundred of the most widely read journals, the contents of much of which contain consumer health information. In addition to the bibliographic record, abstracts are provided of every article. The Readers Guide to Periodical Literature, with its substantial coverage of health, and the Vertical File Index of pamphlets are now online through Wilsonline. This is a particularly user-friendly system, as it features automatic switching of textword terms to controlled vocabularly.

The kinds of questions the consumer health librarian is called upon to answer are wide-ranging in nature. The following drawn from the log are suggestive of their diversity:

What are the symptons of peripheral neuropathy?

Can you refer me to a physician affiliated with the University who specializes in hand injuries?

What is the action of the drug Capoten?

Can you send me a pamphlet on prostate cancer?

What support groups are there in the community for dialysis patients?

What is the condition called when there are too many red corpuscles?

FUTURE PLANS: As a long-term goal, the network is intended to serve as a nucleus and coordinating body for libraries with consumer health collections throughout the community. Since other libraries have a modicum of health information, but with varying degrees of depth, the Network embodies the concept of triage, whereby consumer health needs that are not met at the local library level may be so met on a graduated level by utilizing the resources of the Gartenfeld collection. It is, thus, not intended to displace or duplicate the holdings of other libraries, but to provide them with a backup for more difficult questions.

For more information about the Network, contact August LaRocco, Network Coordinator, Louis Calder Memorial Library (R-950), P.O. Box 016950, Miami, FL 33101; 305/547-6441.

DRUGS DISEASES DIETS TESTS TREATMENTS

THE ELLEN GARTENFELD HEALTH INFORMATION NETWORK

Louis Calder Memorial Library
University of Miami
School of Medicine

I wish to support the Ellen Gartenfeld Health Information Network and ensure the maintenance and growth of one of South Florida's most valuable community services.

Please list my name as a:

__ HUMANITARIAN	($1,000 or more)**
__ BENEFACTOR	($500 or more)
__ PATRON	($100 or more)
__ SPONSOR	($50 or more)
__ FRIEND	($25 or more)

Enclosed is my tax deductible contribution of $ _____, made payable to:

Louis Calder Memorial Library
University of Miami
School of Medicine
P.O. Box 016950
Miami, Florida 33101

** Humanitarians will receive with their acknowledgement the 14K gold charm shown on the cover.

The King County Consumer Health Information Network consists of four different library systems: two public libraries, one academic library, and fifteen hospital libraries.

The King County Library System

The Seattle Area Hospital Library Consortium:

- Children's Hospital & Medical Center Library
- Fred Hutchinson Cancer Research Center Library
- Group Health Cooperative Central Library
- Group Health Cooperative Eastside Library
- Health Information Network Services Library
- Northwest Hospital Library
- Overlake Hospital Medical Center Library
- Pacific Medical Center Library
- Providence Medical Center Library
- Schick Shadel Hospital Library
- Swedish Hospital Medical Center Library
- Valley Medical Center Library
- Veterans Administration Medical Center Library
- Virginia Mason Medical Center Library
- West Seattle Community Hospital Library

The Seattle Public Library

The University of Washington Health Sciences Library and Information Center

For more information on the
King County Health Information Network

Natalie Ervin
King County Library System
300 N. 8th Avenue North
Seattle, Washington 98109
684-6648

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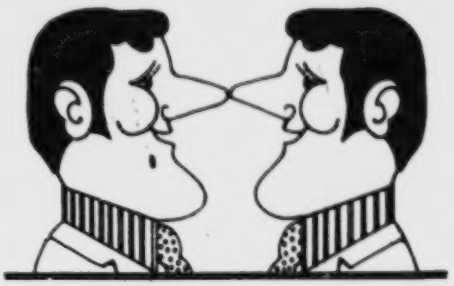

HELP YOURSELF TO HEALTH

Check Out the Consumer Health Information Network

WHAT IS CONSUMER HEALTH INFORMATION?

Consumer Health Information is any information that you need to make informed decisions about your health. Do you need information on diets, child care, birth control, or a by-pass operation? You can get very technical information if you need it as well as the more popular health care information.

THE KING COUNTY CONSUMER HEALTH INFORMATION NETWORK OFFERS:

BOOKS: on every facet of health care including mental, physical and emotional health. You can even get information about your pet's health.

JOURNALS: your doctor reads: Journal of the American Medical Association, Lancet, American Journal of Nursing, Nursing, and other titles.

MAGAZINES: such as Health, Prevention, Psychology Today and many others.

NEWSLETTERS: such as the Mayo Clinic Health Letter and Harvard Medical School Health Letter are available to check out.

AUDIO CASSETTES: on tobacco, alcohol and drug abuse, sexually transmitted diseases, and how to relieve arthritis pain are in our collections. You can improve your health as you drive your car.

VIDEO CASSETTES: You can see a by-pass operation performed on a real patient and learn how it affected his life. Learn about the "Frontiers of Plastic Surgery," birth control methods, how to get in shape before and after the birth of your baby or how "looks" affect your life.

IS THERE SOMEONE AT THE LIBRARY WHO CAN HELP ME FIND WHAT I NEED?

The librarians have been trained to help you locate the information you need to answer your health questions.

CAN I GET INFORMATION THAT ISN'T AVAILABLE AT MY LOCAL LIBRARY?

If the public library cannot fill your request, the answer to your question may be located at one of the hospital libraries or the University of Washington Health Sciences Library and Information Center. The answer will be mailed directly to you or returned through your local library where you initiated the request.

WHO CAN USE THE HEALTH INFORMATION NETWORK?

Anyone who has a borrower's card from the King County Library System or Seattle Public Library can use the services. Most services are free; there may be a small charge for material that is photocopied.

KING COUNTY CONSUMER HEALTH INFORMATION NETWORK AIMS TO SERVE YOU BETTER BY:

1. Putting more health information into the public library systems especially your local community library.

2. Speeding up the delivery of health information to you by sharing resources with public libraries, local hospital libraries and the Health Sciences Library at the University of Washington.

3. Serving as a statewide model for cooperation among different kinds of libraries.

Some of the subjects available through CHIRS . . .

Adolescent growth and development
Aging
Alcohol
Anorexia
Arthritis
Birth defects
Bone disorders
Cancer
Childhood diseases
Death and dying
Dental health
Diabetes
Drugs
Eye health
Family planning
Gastrointestinal diseases
Genetics
Heart health
High blood pressure
Infant care
Infectious diseases
Kidney disease
Men's health
Mental health
Nutrition
Pregnancy
Respiratory health
Sexuality
Smoking
Sports medicine
Stress
Stroke
Suicide
Surgery
Venereal diseases
Women's health

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For health information, call or visit your local public library.

For information about the CHIRS project . . .

Call or write to

CHIRS Project Director
McGoogan Library of Medicine
University of Nebraska
Medical Center
42nd & Dewey
Omaha, NE 68105
(402) 559-7088

chirs

FOR INFORMED DECISIONS ABOUT HEALTH CARE

chirs

31

For Nebraska Residents

CONSUMER HEALTH INFORMATION
RESOURCE SERVICES

CHIRS has . . .

information essential for making decisions about health care. Your health care provider is the *best* source of information about your health care needs. But when you need or want to know more about conditions affecting you or your family, your local public library can help, either with its own resources or through referral to the CHIRS project.

35

CHIRS is . . .

a cooperative project funded under the Library Services and Construction Act by the Nebraska Library Commission and managed by the McGoogan Library of Medicine, University of Nebraska Medical Center (UNMC).

How it works . . .

When a consumer asks for information that is not available at the local public library, the librarian refers the request to the Reference Department at the McGoogan Library. Librarians there select appropriate materials and

mail them to the local library, where the consumer may pick them up. All services are provided without charge to Nebraska residents.

The information . . .

Perhaps you want information of a general nature, on such subjects as exercise, diet, physical fitness, child care, or drug abuse. Your local library probably has resources to handle such requests.

However, requests for information on a specific medical condition, treatment, or diagnosis may exceed the resources of your local library. When information is not available locally, the request will be referred to the McGoogan Library for handling by trained medical reference librarians.

Who can use the service?

CHIRS is available free to any Nebraska resident. Services for non-residents will be provided at a charge of $6 per item mailed out.

HEALTH INFO

AT YOUR LIBRARY

CONSUMER HEALTH INFORMATION RESOURCES

CHI RESOURCES

A CHI collection will include adult and youth materials in English and appropriate foreign languages:

Books:
- consumer-level materials;
- specialized reference titles;
- medical textbooks

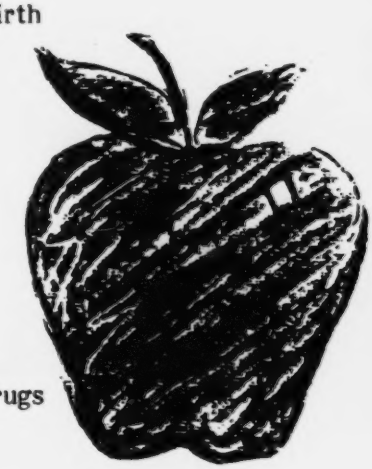
Pamphlets:
- from voluntary health organizations, insurance companies, HMOs;
- from state and federal agencies;
- from specialized companies (like Krames Communications and C.L. Bete)

Periodicals:
- a core list of medical journals;
- health-related newsletters;
- the general periodical collection

Audio cassettes:
- available on most aspects of health

Film and video:
- especially on subjects like wellness, exercise, and childbirth

Charts and Displays:
- of human anatomy
- of health-related conditions



Models:
- of body parts and organs

Databases:
- available on specialized subjects such as nutrition and drugs

Recorded Health Information Via Telephone:
- taped information on various health topics that is accessed over the telephone
- TelMed and Health Line are two packaged programs

CHI RESOURCES TO EXPLORE

Don't forget these sources of information when you are developing your collection.

- Many voluntary and government health agencies offer **free information** in the form of newsletters, pamphlets, and posters. See the lists on pages 45-48 as a place to start.

- The State Library has a large collection of **films and videos** that includes health-related subjects such as these: safety and first aid, alcoholism, drugs, death and dying, AIDS, nutrition, child care and abuse, and disabilities. Materials may be borrowed through public and state institution libraries. For a catalog of holdings, contact the Audiovisual Section, State Library of Florida, R.A. Gray Bldg., Tallahassee, FL 32399-0250.

- CHIS: Consumer Health Information Service is a broad collection of current brochures, pamphlets, and articles on CHI topics presented in **microfiche format.** CHIS pulls the best materials from voluntary health organizations, government agencies, and the New York Times and is a comprehensive alternative to building a large vertical file collection in this area. Access to the microfiche is through the CHIS Handbook, a printed guide included with the fiche. Contact University Microfilms International at 1-800-423-6108.

- The "Brandon List" is a standard selection guide to **books and journals** for the small medical library. It is published every odd-numbered year in the April issue of the Bulletin of the Medical Library Association. The list, by Alfred N. Brandon and Dorothy R. Hill, is useful for public as well as health science libraries and includes complete bibliographic information, prices, and suggestions for initial purchase by a small library. Request a free copy from Majors Scientific Books, Inc. at 1-800-241-6551.

- While standard **reviewing tools** cover subjects such as health, medicine, psychology, and nutrition, they rarely provide the in-depth coverage of specific illnesses found in Reference Services Review. RSR has recently produced bibliographic essays on Alzheimer's Disease and Cancer that explained issues such as diagnosis, causes, treatment, and care, as well as sources of information.

- The Encyclopedia of Health Information Sources, edited by Paul Wasserman, is a new 483-page bibliographic guide. It lists approximately 13,000 publications, organizations, databases, research centers, and other resources under some 450 subject headings. The citations cover the entire range of health concerns, including specific diseases, medical specialties, medical procedures, and medical issues. The guide costs $135 from Gale Research Company.

- The American Map Corporation has Colorprint-Schick **anatomy charts** in several different formats. Thirty 8 1/2" X 11" color charts with overlays come in a spiral binding, are $17.95, or individually for $1.50 each, in English or Spanish. Thirteen 23" X 29" wall charts of major body systems are $7.95 in paper or $14.95 laminated. For more information, contact the American Map Corp., 46-35 54th Road, Maspeth, NY 11378, 718/784-0055.

- Spenco Medical Corporation is a source for a range of health education products. The produce **displays, anatomy models, slide sets, and charts** on all aspects of health and disease prevention. Their **posters** are designed to promote healthy lifestyles and cover subjects such as VD, smoking, exercise, and drug abuse. Request a catalog from Spenco Medical Corporation, 800/433-3334.

A sample of the evaluation form used by the InfoHealth Project in Cleveland:

Title: _____

Author: _____

Date: _____ Publisher: _____ # of pages: _____ Price: _____

Intended Audience: Youth _____ Adult _____ Sophisticated _____ Unsophisticated _____

	Poor 1	Fair 2	Good 3	Excellent 4
A. WHO IS WRITING Qualifications of author: institutional affiliations				
B. WHAT IS SAID/CONTENT Addresses a signifigant topic; accurate; valid; comprehensive; objective; reflects current knowledge; documented				
C. HOW IS IT SAID Quality of writing; style; tone; vocabulary; readability; illustrations				
D. EASE OF USE Clear organization; detailed table of contents; indexes; glossary				
E. PROVIDES LEADS TO FURTHER INFORMATION Bibliographies; referral sources and resource organizations				
F. PHYSICAL QUALITY Size; clarity of print; paper; binding; aesthetic appeal; size of type				
G. CONSUMER ORIENTATION Usefulness in making intelligent decisions concerning one's own health and use of health care services; appropriate for lay use				

General Comments: _____

INFORMATION AND HOTLINE NUMBERS

NATIONAL HOTLINES

Abortion Alternative	1-800-848-5683
Abortion Hotline	1-800-772-9100
National **Adolescent Suicide** Hotline	1-800-621-4000
AIDS Hotline (Public Health Service)	1-800-342-AIDS
AIDS Information Hotline (National Gay Task Force)	1-800-221-7044
Alzheimers Disease Association	1-800-621-0379
Anorexia & Bulimia Hotlines	1-800-762-3334
Crisis Intervention - 24 hr/day	
General Information	1-800-227-4785
Asthma & Respiratory Disorders Information	1-800-222-LUNG
American College of Obstetricians & Gynecologists **(birth control)**	1-800-INTENDS
Cancer Hotline (DHHS)	1-800-4-CANCER
International **Childbirth** Education Association	1-800-624-4934
Cocaine Abuse - 24 hr/day	1-800-COCAINE
Cystic Fibrosis Foundation	1-800-638-8815
American **Diabetes** Association	1-800-ADA-DISC
American **Diatetic** Association	1-800-621-6469
Downs Syndrome Society	1-800-221-4602
Drug Abuse Prevention	1-800-638-2045
Juvenile **Drug** Addiction Hotline	1-800-554-KIDS
Drug Education Center	1-800-241-9746
Epilepsy Information Service	1-800-642-0500; -0660

National **Eye** Care Project (Medical eye care for disadvantaged elderly)	1-800-222-EYES
U.S.D.A. Meat & Poultry Hotline **(food safety)**	1-800-535-4555
Handicapped Infants Hotline (DHHS)	1-800-368-1019
General **Health** Information	1-800-336-4797
National **Health** Information Clearinghouse	1-800-336-4979
Hearing Helpline - Better **Hearing** Institute	1-800-424-8576
National **Hearing Aid** Helpline	1-800-521-5247
Association of **Heart** Patients	1-800-241-6993
Simon Foundation **(Incontinence)**	1-800-237-4666
American **Kidney** Fund	1-800-638-8299
Medicare/Medicaid Complaint Line	1-800-368-5779
American Medical Radio **News** (daily news sponsored by AMA)	1-800-621-8094
Living Bank (**organ donation** information)	1-800-528-2971
National Information Center for **Orphan Drugs & Rare Diseases**	1-800-336-4797
PMS Access (Premenstrual Syndrome)	1-800-222-4767
National **Pregnancy** Hotline	1-800-344-7211
National **Retinitis Pigmentosa** Foundation	1-800-638-2300
National **Sexually-Transmitted Diseases** Hotline	1-800-227-8922
National **Spina Bifida** I & R	1-800-621-3141
National **Spinal Cord** Injury Hotline	1-800-526-3456
National Center for **Stuttering**	1-800-221-2483
Second **Surgical Opinion** Hotline (DHHS)	1-800-638-6833
Skin Care Hotline	1-800-527-5448

DHHS = U.S. Dept. of Health & Human Services

STATE HOTLINES

Florida **AIDS** Hotline	1-800-FLA-AIDS
Division of **Blind** Services	1-800-432-1828
Cancer Information Service	1-800-422-6237
Division of **Consumer** Services (complaints about services and products)	1-800-342-2176
Florida **Dental** Association	1-800-282-9117
Governor's Commission on Advocacy for Persons with **Disabilities**	1-800-342-0823
UP FRONT **Drug** Information Center (For assistance in Spanish: (305) 757-3413)	1-800-432-8255
Florida Dept. of **Health** & Rehabilitative Services	1-800-342-0825
Hospital Cost Containment Board	1-800-342-0828
American **Lung** Association	1-800-624-8735
Mental Health Association of Florida	1-800-432-6423
Poison Control Center	1-800-282-3171
Toxic Substances Information Center	1-800-367-4378

HEALTH INFO
AT YOUR LIBRARY

PROFESSIONAL AND VOLUNTEER HEALTH ORGANIZATIONS IN FLORIDA

American **Cancer** Society,
Florida Division, Inc.
1001 South MacDill Avenue
Tampa, FL 33629
813/253-0541

American **Heart** Association
Florida Affiliate
P.O. Box 42150
St. Petersburg, FL 33742
813/552-9477

American **Lung** Association of Florida
P.O. Box 8127
Jacksonville, FL 32239
904/743-2933

Arthritis Foundation,
Florida Chapter
3205 Manatee Avenue, West
Bradenton, FL 33505
813/748-1300

Association of **United Ways** of Florida, Inc.
307 E. 7th Ave.
Tallahassee, FL 32303
904/681-9292

Easter Seal Society, Inc.
1010 Executive Center Dr., #101
Orlando, FL 32803
305/896-7881

Florida Academy of **Family Physicians**
4057 Carmichael Ave., Suite 229
Jacksonville, FL 32207
904/398-5667

Florida Academy of **Osteopathy**
5009 Central Avenue
Tampa, FL 33603
813/238-6833

Florida **Alcohol** & **Drug Abuse** Association
1286 N. Paul Russell Road
Tallahassee, FL 32301
904/878-2196

Florida Association for **Health, Physical Education, Recreation** and **Dance**
1000 Coconut Creek Blvd.
Pompano Beach, FL 33066
305/973-2318

Florida Association of **Blood Banks**
1300 S. Kuhl Avenue
Orlando, FL 32806
305/423-3521

Florida Association of **Planned Parenthood** Affiliates
5312 Broadway
West Palm Beach, FL 33407
305/848-6300

Florida Association of **Rehabilitation Facilities**
1605 E. Plaza Drive
Tallahassee, FL 32301
904/877-4816

Florida Association of **Retarded Citizens**
309 Office Plaza, Suite 105
Tallahassee, FL 32301
904/878-6121

Florida Chapter American **Diabetes** Association
215 Century 21 Drive
Jacksonville, FL 32216
904/721-8756

Florida **Chiropractic** Association
3203 Lawton Rd., Suite 101
Orlando, FL 32803
305/896-8561

Florida Council for Community **Mental Health**
1353 E. Lafayette Street
Tallahassee, FL 32301
904/877-5188

Florida Council on **Aging**
P.O. Box 1046
Tallahassee, FL 32302
904/488-8237

Florida Council on the **Hearing Impaired**
Department of Education
Knott Building
Tallahassee, FL 32399
904/488-4246 or 1-800-451-HEAR

Florida **Dairy Products** Association
Suite 315, Bradshaw Bldg.
Orlando, FL 32801
305/849-0581

Florida **Dental** Association
3021 Swann Avenue
Tampa, FL 33609
813/877-7597

Florida **Dental Hygienists** Association
P.O. Box 1386
Tallahassee, FL 32302
904/224-5169

Florida Dept. of Agriculture
& **Consumer Services**
Division of Consumer Services
Mayo Building
407 South Calhoun Street
Tallahassee, FL 32399-0800
904/488-2226

Florida **Dietetic** Association
P.O. Box 13089
Tallahassee, FL 32317
904/878-3134

Florida **Health Care** Association
307 W. Park Ave.
Tallahassee, FL 32302
904/224-3907

Florida **Hospital** Association, Inc.
P.O. Box 6905
Orlando, FL 32853
305/841-6230

Florida Language, **Speech & Hearing** Association
P.O. Box 10523
Tallahassee, FL 32302
904/222-1907

Florida **Medical** Association
P.O. Box 2411
Jacksonville, FL 32203
904/356-1571

Florida **Nurses** Association
P.O. Box 6895
Orlando, FL 32853
305/896-3261

Florida **Obstetric & Gynecologic** Society
1515 Colonial Blvd.
Ft. Myers, FL 33907
813/939-1651

Florida **Optometric** Association
P.O. Box 13429
Tallahassee, FL 32317
904/877-4697

Florida **Orthopedic** Society
P.O. Box 18564
Tampa, FL 33679
813/254-3374

Florida **Osteopathic** Medical Association
P.O. Box 1444
New Smyrna Beach, FL 32070
904/427-3489

Florida **Pharmacy** Association
610 N. Adams Street
Tallahassee, FL 32301
904/222-2400

Florida **Physical Therapy** Association
450 Wymore Rd., Suite A
Winter Park, FL 32789
305/628-2423

Florida **Podiatry** Association
325 John Knox Rd., Suite L-250
Tallahassee, FL 32303
904/386-7939

Florida **Psychiatric** Society
P.O. Box 10002
Tallahassee, FL 32302
904/222-8404

Florida **Rehabilitation** Association
3071 Connie Drive
Tallahassee, FL 32301
904/878-7349

Florida Society of **Dermatology**
921 Mar Walt Drive
Ft. Walton Beach, FL 32548
904/461-2282

Florida Society of **Internal Medicine**
9380 Sunset Dr., Suite B260
Miami, FL 33173
305/271-7216

Florida **Voluntary Health** Association
P.O. Box 10523
Tallahassee, FL 32302
904/222-7924

Florida **Urological** Society
2508 Country Club Prado
Coral Gables, FL 33134
305/661-8695

Governor's Commission on Advocacy
for Persons with **Disabilities**
2661 Executive Center Circle W., Suite 209
Tallahassee, FL 32301
904/488-9071 or 800/342-0823

Hospital Cost Containment Board
Woodcrest Office Park
325 John Knox Road
Building L, Suite 101
Tallahassee, FL 32301
1-800-342-0828

Licensed Practical **Nurses**
Association of Florida, Inc.
P.O. Box 3097
Jacksonville, FL 32206
904/356-0369

Mental Health Association of Florida
345 South Magnolia Dr., #A-13
Tallahassee, FL 32301
904/877-4707

Muscular Dystrophy Association
1301 Seminole Blvd., Suite 105
Largo, FL 33540
813/585-5446

National **Multiple** Sclerosis Society
North Florida Chapter
1233 King Street
Jacksonville, FL 32204
904/389-8794

National Society to Prevent **Blindness**
Florida Affiliate
3741 Neptune Street
Tampa, FL 33629
813/251-0977

Parents Anonymous
1106 Thomasville Rd., Suite M
Tallahassee, FL 32303
904/488-5437

Professional **Opticians** of Florida
P.O. Box 10296
Tallahassee, FL 32302
904/386-6000

United **Cerebral Palsy** of Florida
State Headquarters
1605 East Plaza Drive
Tallahassee, FL 32308
904/878-2141

FEDERAL HEALTH INFORMATION CLEARINGHOUSES

The federal Clearinghouses collect information in their field, respond to inquiries, and distribute publications. For a complete list of all of the offices, contact the National Health Information Clearinghouse at 800-336-4797.

National Clearinghouse for **Alcohol** and Drug Information
Box 2345
Rockville, MD 20852
301/468-2600

Arthritis and Musculoskeletal Information Clearinghouse
Box AMS
Bethesda, MD 20892
301/468-6555

National **Diabetes** Information Clearinghouse
Prospect Associates
Box NDIC
Bethesda, MD 20205
301/468-2162

National Clearinghouse for **Drug Abuse** Information
Box 416
Kensington, MD 20795
301/443-6500
(address to change in fall 1987)

National Clearinghouse on **Family Planning** Information
P.O. Box 10716
Rockville, MD 20850
301/770-3662

National **Health** Information Clearinghouse
Box 1133
Washington, DC 20013
800/336-4797

High Blood Pressure Information Center
National Heart, Lung, and Blood Inst.
120/80 National Institutes of Health
Bethesda, MD 20892
301/496-1809

National **Injury** Information Clearinghouse
U.S. Consumer Product Safety Comm.
5401 Westbard Avenue, Rm. 625
Washington, DC 20207
301/492-6424 or 800/638-CPSC

Clearinghouse for **Occupational Safety and Health** Information
4676 Columbia Pkwy.
Cincinnati, OH 45226
513/553-4287

Rape Information
Antisocial & Violent Behavior Branch
NIMH/Division of Biometry & Applied Sciences
5600 Fishers Lane, Rm. 18-105
Rockville, MD 20857
301/443-3728

Office of **Smoking** & Health
Technical Information Center
Park Bldg., Rm. 116
5600 Fishers Lane
Rockville, MD 20857
301/443-1690

U.S. **Public Health** Service
Public Affairs Office
H.H. Humphrey Bldg. Rm 725-H
200 Independence Ave., SW
Washington, DC 20201
202/245-6867

A CALENDAR OF HEALTH-RELATED DAYS AND EVENTS

Date	Event/Anniversary
January	March of Dimes Birth Defects Prevention Month
January	National Volunteer Blood Donor Month
January, 1983-1992	National Decade of Disabled Persons
February	National Dental Health Month
February	American Heart Month
February	Canned Food Month
February	National Dental Health Month
February	Nestle's National Chocolate Lover's Month
February	Potato Lover's Month
February	Shape up with Pickles Time
February 1-7	National Meat Week
February 8-14	National Cardio Pulmonary Week
February 8-14	National Salute to Hospitalized Veterans
February 11-21, 1988	Florida Citrus Festival
March	Living Well in Florida Month
March	Mental Retardation Month
March	National Nutrition Month
March	Red Cross Month
March 1-7 (always)	Save Your Vision Week
March (3rd week)	National Poison Prevention Week
April	Cancer Control Month
April	National Alcohol Awareness Month
April	National Consumers Week
April	Parkinson's Awareness Month

Date	Event/Anniversary
April	VD Awareness Month
April 7	World Health Day
April 18, 1988	Boston Marathon
April 17-23, 1988	Bike Safety Week
April 22 (usually)	Earth Day
May	American Bike Month
May	Better Hearing and Speech Month
May	Better Sleep Month
May	Correct Posture Month
May	Foot Health Month
May	Mental Health Month
May	National Arthritis Month
May	National High Blood Pressure Month
May	National Physical Fitness and Sports Month
May	Older Americans Month
May 2-8, 1988	Clean Air Week
May 3, 1765	First Medical School in US (Univ. of Penn.)
May 8-14, 1988	National Hospital Week
May 8-14, 1988	National Nursing Home Week
May 12, 1820	Florence Nightingale's Birthday
May 19-26, 1988	All American Buckle-Up
June	National Dairy Month
June	National Ragweed Control Month
June 1-7, 1988	National Safe Boating Week

Date	Event/Anniversary
June 5, 1988	World Environment Day
June 9, 1988 (always 2nd Thursday June)	Career Nurse Assistants Day
June 10, 1935	Alcoholics Anonymous Founding Anniversary
June 12-18, 1988	National Little League Baseball Week
July	Eye Safety Month
July	National Ice Cream Month
July 25, 1978	First Test Tube Baby Anniversary
August	National Water Quality Month
August 2	American Family Day
August 6, 1945	Anniversary of First Atomic Bomb Dropped on Inhabited Area
August 10-14, 1988	Nudist Convention
August 13	International Lefthanders Day
September	National Cat Health Month
September	National Sight-Saving Month
September 4, 1969	U.S. Food and Drug Administration Anniversary
September 6-13, 1987	American Hearts Food Festival
September 12-19, 1987	National Osteopathic Medicine Week
September 30 - October 6, 1987	National Roller Skating Week
October	National Apple Month
October	National Apple Jack Month
October	National Family Sexuality Education Month
October	National Liver Awareness Month
October	National Lupus Month

Date	Event/Anniversary
October	National Sudden Infant Death Syndrome Awareness Month
October	National Fire Prevention Week
October	Talk About Prescriptions Month
October 1, 1987	World Vegetarian Day
October 4-10, 1987	National Employ the Handicapped Week
October 4-10, 1987	National Respiratory Care Week
October 4-10, 1987	Running and Fitness Week
October 5, 1987	Child Health Day
October 5, 1987	Universal Children's Day
October 5, 1987	World Habitat Day
October 10, 1987	Health Sports Day
October 11-17, 1987	National School Lunch Week
October 16, 1987	World Food Day
October 18, 1987	Weight Watchers Pepstep Walkup
October 25-31, 1987	National Cleaner Air Week
November	National Epilepsy Month
November 2-6, 1987	National Medical Assistants Week
November 2-8, 1987	National Radiological Technology Week
November 14, 1666	Blood Transfusion Anniversary
November 14, 1987	Operating Room Nurse Day
November 22-28, 1987	National Eating Disorders Week
November 23-29, 1987	National Adoption Week
December 2, 1982	First successful artificial heart implanted
December 2, 1987	Pan American Health Day
December 3, 1967	First Heart Transplant Anniversary (Dr. Christiaan Barnard)

*Also see Chase's Calendar for the names and addresses of sponsoring organizations. (Chase's annual events: special days, weeks, and months. Contemporary Books, latest edition).

SAMPLE REFERENCE POLICIES

SAMPLE REFERENCE POLICIES

Many reference librarians are uncomfortable in answering health-related questions from consumers. The following advise from two established CHI projects should help to reduce that anxiety and form the basis for developing a local CHI reference policy.

This article is reprinted from Consumer Health Information: the Public Librarian's Role (rev. ed., 1983), a guide developed by Kelly Jennings. Copies of the guide are available for $3. from the Business and Technology Department, Tulsa City - County Library, 400 Civic Center, Tulsa, OK 74103.

VIII: PUBLIC LIBRARIANS AND MEDICAL REFERENCE WORK: QUESTIONS & ANSWERS

Because there is an emotional and personal nature to medical reference questions, many librarians have objected to conducting medical reference work in public libraries. They ask: aren't we practicing medicine or interfering with the doctor-patient relationship? How much information should we give patrons? How should we answer questions about serious illness? How does information affect the patient? Now, the current freedom of providing consumers with health care information gives us an excellent opportunity to address these questions and develop practical guidelines to help us in our daily work.

This section will serve as background information for Part IX on "Developing Reference Guidelines" and is basicly provided as a starting point for development of your own reference procedures. We will refine these reference techniques as we become more confident and at ease with the subject of medical information. Ease is the key: you cannot assist the public with health information if you are not comfortable with selecting and using health resources in reference work.

In this section, we will continue the discussion on the change of health professionals' attitudes on truth disclosure with patients and will summarize how they

disclose this information. Librarians are not alone in finding approaches to this problem. You will find that physicians are sometimes unsure on how much to tell a patient, as the health professionals are still learning about this aspect of health care. Their professional dictum requires that they do no harm to the patient; thus they must decide: will the information benefit the patient? As more of us who work with the various components of health become interested in the emotional aspects of illness, we will all learn more about communicating information to the ill.**

A common question of librarians and health professionals is: should the patient be told about a serious illness or fatal prognosis? The patient's ability to understand information has often been underestimated. (Possibly, if more physicians listened in on some of our reference questions, they would realize how much patients really do want to know.) According to Ruth Purtilo, R. N., only each individual can determine what information is good for him. She believes that eventually both the Freedom of Information Act and the trend toward providing patients with information will eliminate many of the questions about whether a patient should or should not be told about a prognosis (Purtilo, 252).

You are encouraged to read Paul Levitt and Elissa Gurlanick's The Cancer Reference Book which has excellent discussions about giving patients information about their illnesses. Levitt and Gurlinick believe that truth should not be denied to patients who request it. Doctors try to ascertain through their patient interviews just how much information the patient wants. (We will discuss this in the librarian's context in part IX.) Their section on "Why Do Some Doctors Withhold the Truth from Their Patients?" is a valuable insight into the medical profession's hesitancy and sometimes unwillingness to reveal the truth: some physicians do not know how to do this, they believe patients will not accept the information, or they believe patients want the physician to avoid the subject (Levitt, 155).

What are the consequences of withholding information? Many health professionals no longer believe in withholding information about a patient's condition. Withholding the prognosis may not protect the patient. Terminally or chronically ill patients who are not told the truth about their illness are placed at a disadvantage in directing their lives--career, family, and financial planning--which could be avoided if they knew the future course of their lives. In an editorial in the Journal of the American Medical Association, Dr. Emil Freireich stated that any negative effect on the patient's acceptance of his medical condition which was caused by disclosing information would be counterbalanced by the "potential for benefit" from receiving this information (Freireich, 928).

Librarians fear that information we provide may be frightening or counter to what a physician has provided. Because of informed consent and fear of malpractice suits, physicians themselves are now disclosing information which could be considered frightening, could cause the patient to deny consent for treatment, or encourage the patient to seek a second opinion. Studies are indicating, however, that patients can cope with this information and that receiving the information does not cause them to withhold consent for procedures (Kalisch, 26 and Kelly, 28).

**Read Samuel Sanes' A Physician Faces Cancer in Himself.

An example of these studies is one that Dr. Ralph Alifidi performed to determine if patients would refuse a diagnostic procedure if they were given information on the risks and complications. To his surprise, he found that a majority of patients preferred receiving the knowledge. The consent form was straightforward; possible risks were presented. Two hundred twenty-eight of two hundred thirty-two patients consented to the diagnostic test after receiving the knowledge. Alfidi concluded that:

1. only a small percentage of patients would refuse consent after learning about the risks;
2. a good majority of patients wanted this information;
3. a physician's refusal to inform the patient about risks, for fear that the patient might refuse treatment, was now an outdated concern.

Surveys are showing that people do want more information about their illnesses. Dr. Michael Blumenfield, in a letter to the New England Journal of Medicine, reported on a 1978 Gallup Poll which asked this question: "If you had a fatal illness, would you want to be told about it or not?" 1,518 adults, 18 and older, were sampled. 87% of the women and 92% of the men wanted to be told. The percentages were smaller for non-whites and those with less education and lower economic level. Blumenfield believes patients may change this belief when they actually become ill. They may be less likely to want to know (Blumenfield, 1138). These percentages represent significant numbers of people who would want to know their prognoses. Librarians cannot ignore this.

Another study was reported in the March 1979 issue of the Journal of the American Medical Association. In a 1961 study, 90% of the physicians who responded to a questionnaire preferred not to tell cancer patients the diagnosis. In a 1977 study by Dr. Dennis Novack, this response was reversed: 97% of the respondents preferred to tell the diagnosis. 100% thought the patient had the right to know the diagnosis. The professional literature has encouraged this frankness with patients, and studies are dispelling the myth that patients may be harmed by receiving information about their condition. Novack noted that frankness "feels right" in this age of consumerism and patient's rights. He made these additional comments:

1. There are still questions to be answered on how much emotional support the doctor offers after giving the diagnosis.
2. Physicians base their decision on honesty, sensitivity and patient's rights rather than sound systematic research (as to whether the patient should be told).
3. The question of whether the patient has the right not to know still needs to be answered. (Novack, 897-900).

How do patients react to this information? Health professionals experience a diversity of responses to the information that they convey to patients. Part of the reaction depends upon the nature of the disease and the manner in which the patient is told. The patient may be angry, resentful, frustrated, denying or aggressive. These are comparative stages to those which Dr. Elisabeth Kubler-Ross has outlined for patients who are dying: denial, anger, bargaining, depression, acceptance or resignation (Purtilo, 254-5; 257). Librarians ask: will health information harm the patron rather than do him good? Medical librarian Ellen Gartenfeld cautions librarians that we often equate the harm of the knowledge with the patron's unhappiness with what they have learned. We should not

use this emotional reaction to justify our position for denying access to information; rather, we should learn how to deal with patrons who may be upset by the information (Gartenfeld, 1914).

If librarians are to overcome their own prejudices and fears regarding the information provided to patrons, they must evaluate how they approach the medical reference question and conduct the reference interview. They must remember the openness and frankness which many physicians are now using in disclosing information to their patients--and which more patients are expecting. Fear of the information is no justification for keeping it from the patron. Librarians must recognize that the patron has a right to this health information.

IX: DEVELOPING REFERENCE GUIDELINES

The climate of freely receiving information from medical professionals encourages patients to seek additional information. How do we help them find what they are seeking? How do we distinguish between information and advice?

> . . . The librarian should be prepared to provide authoritative, relevant health-related information derived from reputable sources. It is to be noted that under no circumstances can the librarian give medical advice which is the prerogative of licensed health professionals. Medical information is not to be equated with medical advice.
> (Healthline Cleveland. March 1979, pages 1-2)

As librarians we select materials which will provide information for our users and then help them to retrieve information from these sources. Our responsibility ends here: we cannot help the user to interpret what the sources say, apply the information to the particular situation, or give advice. If the layman needs interpretation or advice, he should be referred to his physician or to another health professional that can provide him with that assistance.

Librarians Lynn Foster and Phyllis Self give this definition of "medical advice":

1. Recommending a method or procedure of treatment to follow;
2. Recommending an alternate drug that may produce the same results as the one presently being taken.
3. Assisting the patron who diagnoses himself.
4. Interpreting medical information to the patron (Foster, 244).

Also, avoid making personal recommendations for physicians. Requests for physician referral should be directed to the medical societies. Avoiding these actions will protect you and the patron from possible misinformation.

Once we recognize our hesitancy in answering medical questions, we need to know how to convey the information. The question sometimes is not should patrons be told, but how should they be told. How do we conduct the reference interview so that we can learn what information the patron does or does not have, and what information the patron really wants? Many times the patron has some information but may be denying that he has any knowledge of his condition. The patron wants to confirm his suspicions. He wants to hear or read it from another source. Some patrons know the diagnosis; they simply are requesting more infor-

mation. And others have not retained the information that the physician actually did provide as indicated by a survey reported in the Annals of Internal Medicine by Dr. Hugh Butt.

In his discussion on physician-patient communication, Dr. Butt included these interesting comments on the amount of information which patients actually retain after office visits.

1. Patients forget about one-third of what is said to them.
2. Less than 50% of the patients recall instructions and advice.
3. Physicians overestimate what patients understand.
4. Patients have less knowledge of medical terminology than doctors think.
5. Even though patients frequently do not request information from the physician, this study indicates that patients do express a later need for more information (Butt, 479).

And librarians could add: we know where some patients express that need--at the library!

Using these statements and the previous background information, we can establish guidelines for conducting the reference interview. This is the area where most librarians have difficulties. Often we ask the wrong questions or don't ask enough. Not all of these suggestions will apply to each interview, but you can use them to build on your present reference skills.

It is sometimes difficult to elicit information from patrons regarding their health situation. You need more information from them in order to find an answer for their question, but this must be done without invading their privacy. Coaxing statements can be helpful. They let the patron know that you need their assistance in answering the question and that you're not just being "nosey." "Before I look for an answer, it would help me if you would tell me what information you already have. This will help me in locating answers to your questions." "If I could have some more information from you, it would help me in deciding where to look for the answer."

These are additional factors that you will need to consider when answering medical questions.

1. What terms did the physician use? Are they lay or professional terms?
2. Does the patron know the correct spelling?
3. What type of information does the patron want? If he replies, "Anything," try these approaches.
   (a) How does the disease affect the body?
   (b) What parts of the body are affected?
   (c) How is the disease/condition treated: medications, physical therapies, surgery, etc. Does he need information on procedures, complications, risks, recovery?
   (d) Is information on prognosis (outcome) desired?

4. Medications: Does the patron have a generic or trade name? Is it a prescription or over-the-counter (OTC) drug? What information does he need: side effects, common dosage, common use, interaction with other medication, food or beverages?

Does he prefer information from the PDR or a simpler, lay definition? (When answering phone questions, ask the patron who requests the PDR definition if he would also like a lay definition. Patrons sometimes are not aware of these lay reference books for drugs. There is less chance of confusion or misinterpretation when the lay definitions are used for phone reference.)

5. What level of information is needed? Does the patron want a definition written for the general public or for the professional? If you can only locate professional-level information, will he still want that?
6. How much information is needed? A short definition? A monograph?
7. Is the material for the caller, a family member, or a friend?
8. How immediate is the need?
9. Terms sometimes sound familiar. If the patron is unsure of the name or spelling and you feel that guessing may cause you to provide inaccurate information, ask the patron to verify the terminology with the physician first. Medical librarians in hospitals or colleges can sometimes help you decipher a patron's question.

ANSWERING THE REFERENCE QUESTION

There are three basic rules for answering medical questions, particularly with phone questions.

1. Cite your source. Give the name of the publication. Indicate lay or professional nature of the material.
2. Give the date the material was published, or point this out to the patron who comes to the library.
3. Quote from the source verbatim.

Date of material. Medical information is constantly changing, so it is necessary to remind patrons that there could be other newer information that you do not have. If possible, indicate where they could locate more current information such as from a medical library or by going back to their physician. It is up to the patron to determine if he wants to accept that date or seek more current information.

Quoting material. Do not reword or interpret information for the patron. If the patron does not understand certain words, it is sometimes possible to provide definitions from a medical dictionary. Dictionaries will often have more than one definition; applying a definition: applying a definition to another source of information may require a medical interpretation. Ask yourself "Am I giving information or am I applying the definition to a particular use in this source?" If you are doubtful as to the use, tell the patron that he should come in and read the material for himself because the material may require some interpretation which you are not able to provide. It is sometimes necessary to remind the patron that the only source you have for their question is written for a health professional and there are terms that the patron may not understand. If you have access to a copy machine, offer to send a copy of the material if the telephone interview would cause the patron to misinterpret the information or you are having a difficult time reading the information to him.

Phone questions. Remember, patrons cannot see the material. You are deciding what they will hear. If there is much information, tell the patrons the topics that you are finding and that you cannot read all of it. They may just need a particular bit of information; if they make that judgement, then that part could be read to them. Here again, if you feel that misinterpretation will result by just reading a portion, suggest that patrons come in and read the material for themselves.

Ethics and patron information. Librarians must also consider the ethics of answering medical questions. We should consider the patron's privacy and not discuss his questions with others. There is sometimes value in using a particular reference question--without the patron's name--to instruct staff on how to answer health questions; however, gossipy repetition of a patron's question is unethical. If you are contacting other agencies in search for information for the patron, do not disclose the patron's name unless you have obtained his permission to do so.

COMMUNICATING INFORMATION ON PROGNOSES

Norman Charney, a physician and lawyer, gives librarians this advice on disseminating information about fatal diseases. The person knows that the disease is fatal: he seeks information to confirm that. The librarian should not anticipate the person's reaction to the information. Present the information as it is. If a person does seem unstable, tell him that the information is in a particular book, and he may come in and read it (Charney, 30).

Another physician has suggested telling the truth in small doses. This can be adapted to the reference librarian's interview. One way to do this is to invite a response to the information that you are giving. Before reading the information over the phone, you may ask if the person has discussed this with a physician. ("Could you tell me what information your physician has given you about this?) Answers to such questions will tell you if the person already knows the diagnosis and prognosis.

Read Levitt and Guralnick's comments on determining the amount of information that patients want (Levitt, 154-5). They suggest that listening is a skill which should be used, as people will usually volunteer information about their condition or volunteer that they do want to know the prognosis. We sometimes fail to ask enough questions so that we can listen to the patron's responses. We may fear that the knowledge will be disturbing to the patron. If we ask enough questions, we may discover that the patron already knows aspects of the disease which we find disturbing.

Invite a response from the patron. Rather than reading straight through a description about a serious or terminal condition, stop and ask patrons a question. "Is this the type of information you wanted?" Give them a chance to respond to what you are reading and let them tell you if they want you to continue reading. You won't be forcing information on a patron that does not want it. Don't soften the information or reword it. This is interpretation. Before reading the prognosis, say "There is a prognosis given here. Do you want me to read it to you, or would you prefer to have this information from your physician?" If patrons do not want the information or seem hesitant, invite them to feel free to call back when they decide they want the information, or to come in and read it, or offer to send a photocopy of it. Many people need information a bit at a time. They may not be willing to listen

to the prognosis today, but later, they may. If you ask if they want a prognosis read, they may ask if it is good or bad. Your response can be that the decision must be theirs. Invite them to come in or offer to send a photocopy if they seem unsure about hearing it over the phone.

Your community contacts will be valuable to you in learning how to communicate health information. Ask the social workers with your area hospitals about helping you to develop better communication skills. Learn about the hotline referral centers in your area for those patrons who need emotional support or mental health counseling. Librarians are not social workers or counselors. Others in our communities have these skills, and we should aid in the referral of patrons to these professionals when patrons have trouble coping with the information they have learned. By doing this, we will not leave patrons to deal with their illnesses alone. Also, encourage patrons to talk with their physician for more information or to discuss the information that they have learned. Remind them that the physician can explain how the information relates to their particular case. Doctors do not know what information a patient needs or wants unless the patient requests it. Patients have the right to the information, but they must also assume some responsibility for requesting the information.

INTERPRETATION OF INFORMATION: PROBLEMS WITH SELF-DIAGNOSIS

Some patrons may have a list of symptoms and seek a disease which matches the symptoms; others may want you to agree with them that their symptoms are like those of a particular disease that they have read about. Simply state that they are requesting a medical diagnosis which only a physician can give. Communicate that you are a librarian--you can locate the information, but a health professional must interpret it.

There is no way that the public librarian can control the use of the open-shelf collection by those patrons who try to diagnose their own illnesses. The collection is for public use; however, through the development of professional reference skills, we can strive to reduce the misuse of information by encouraging these individuals to seek professional medical assistance. By our actions in our reference work, we will also demonstrate to the layman that there is a difference between information and diagnosis.

X: LEGAL ASPECTS OF MEDICAL REFERENCE

Librarians have often considered medical reference work to be a part of the practice of medicine. We have both the Patient's Bill of Rights and the Library Bill of Rights to support the right of the library patron to have health information. According to Dr. Norman Charney, if librarians practice our profession as we are trained to do when working in other subject fields, we will not have legal problems. He cautions librarians not to make statements just to make a person happy; this is misrepresentation of information. The librarian should not disagree with what the patron's doctor has told him as this is defamation of the physician. Medicine is a changing field and there are conflicting answers to some questions; it is the librarian's responsibility to point out the nature of the publication--whether it is written for the lay-

person or for the professional. He sees no problem with the issue of negligence. To prove negligence against a librarian would require proving that the librarian had failed to properly use her knowledge and experience (Charney, 26). Charney cites examples of questions and answers which distinguish between "information" and "advice." The reader is referred also to articles on legal and ethical aspects of medical reference work in Larson's Patient/Health Education--The Librarian's Role.

XI: BUILDING COMMUNITY SUPPORT: LOCATING YOUR RIGHT "INGREDIENTS"

Throughout the time that you are learning about consumer health information, you will be contacting various health agencies. As you do this, collect copies of their materials and booklists. Pamphlet materials can go in vertical files and extra copies can be distributed to the public. Remember the basic ingredients listed at the beginning of this manual. These agency contacts are essential. With their support, you can sponsor consumer programs and health screenings in the library. The public library is in an excellent position to present various viewpoints on health care as presented by health professionals and others involved in health care. These programs give the layperson another access point to the health care system and allow professionals another chance to hear the consumer's viewpoint on health care delivery.

We would suggest a review of the literature on information and referral services. These will offer various ways to contact the agencies, provide interview techniques, and suggest methods for organizing the community information that you collect. TCCL's Citizens Information Service has an excellent manual: A Journal of an Information and Referral Service, 1977.

These are some additional tips that have been helpful when we interviewed community personnel: Call and introduce yourself. Briefly tell your purpose. You may be able to conduct your interview by phone. Contacts with the major health agencies have required an in-person interview.

These are some of the questions we asked:

1. SERVICES AVAILABLE TO THE PUBLIC.
   (a) Diagnostic tests, health screening, preventive and/or treatment services.
   (b) Eligibility and fees.
   (c) Support groups for particular diseases--social and counseling services.
   (d) What types of questions will you answer--how much information do you give?

2. MATERIALS AVAILABLE TO THE PUBLIC.
   Brochures, pamphlets, workshops, displays, speakers, AV materials.

3. Could you recommend other agencies that library should contact?

4. COOPERATION BETWEEN LIBRARY AND THE AGENCY.
   (a) Would personnel review materials for the library?
   (b) Do they have information needs that the library could meet?

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Medical Reference Service:
A Prescription for Success

Sandra K. Millard & Alberta L. Richetelle

? An elderly caller asks about the side effects of a drug. What source do you turn to first? Should you really give out that information on the phone?

? A mother wants the names of pain clinics in Indiana for her adult son. What different sources could you use?

? A young man asks for information about alternative therapies for a rare type of benign tumor called an acoustic neuroma. What do you tell him?

? A man calls asking for the names of the best neurologists in Connecticut. How do you respond?

? A distraught sounding woman calls needing any information about a disease her sister has just been diagnosed as having – Crohn's disease. She isn't sure how to spell it, and is afraid it is cancer. How can you help her?

Connecticut citizens asked these and hundreds of other health-related questions of public and medical libraries in 1985. If the thought of responding to any of these questions makes you pause to consider if you are searching the correct sources, or even if you should be answering at all, you are not alone. Health reference questions pose some unique problems. But the importance of providing consumer health information to a public that badly needs it lends an urgency to the task of overcoming and dealing with these problems.

In recognition of this, HEALTHNET – the Connecticut Consumer Health Information Network was begun in 1985 at the University of Connecticut Health Center Library, funded by Library Services and Construction Act monies via the Connecticut State Library. The objectives of HEALTHNET are to establish a statewide network of consumer health information sources and to develop the public library as an important access point for health information. HEALTHNET services include publication of a newsletter, compilation of core lists of consumer health materials, identification and evaluation of health information resources, and training for public librarians in consumer health information services. One of the most popular workshops presented in 1985 was Medical Reference Tools and Techniques. The following are highlights that many participants found useful.

Develop a health reference policy for all reference staff. This policy should outline what types of questions will and will not be answered, standard referral statements, how far to go and when to stop. It should serve to broaden and standardize, not restrict, the provision of health information to the public.

Be aware of the patron. Patrons asking health-related questions are often fresh from the physician's office or just off the phone with a relative. They may be emotionally upset and not at their best in explaining their specific needs.

Ask open-ended questions during the reference interview. This ensures that you are providing the information needed. For example:

- *What specific information are you looking for?* This question can also be phrased: *It will help me find the information you need if I know more about your circumstances or why you need it.* This will help you determine if the patron needs the information for a consumer or for a more personal reason. Someone with a personal health problem needs a different kind of information than a student working on a class project.
- *What do you know about this already?* This saves both of you time and is another method to learn more about specific needs. You don't of course need a complete treatise on what the patron knows, but enough information to help you begin your search to answer the question.
- *Are you sure of the spelling/pronunciation?* Be aware of this because often those most sure are most wrong. If you're unable to find any term that looks or sounds like what the patron requests, consult with another library that does more medical reference.
- *Have you asked your physician (or pharmacist for drug questions) for this information?* This should *always* be asked of patrons. It should not be a way of refusing to give information but should serve as a reminder to patrons that health professionals are there not only to provide medical services but to answer questions as well.
- *Have you called the cancer information service number?* All patrons with cancer-related questions should be provided with this Connecticut toll-free referral number as well as any other information you can provide: 1-800-4-CANCER.
- *How soon do you need the information?* This enables you to respond to immediate needs right away and to others later that day or as your schedule allows.

Use computer databases, local health associations and other non-print information sources as well as printed resources. If you have access to databases online, MEDLINE, MAGAZINE INDEX, and CHID/Combined Health Information Database are just some of those in which you can quickly find information. Databases are useful for finding addresses and specialists as well as journal references.

(continued on page 7)

Medical Reference Service – *continued*

For example, our request for pain clinics in Indiana was answered by searching the institutional field of the MEDLINE database for "Pain" and "Indiana." If you do not have database access you can refer the patron to a library that does.

Some of the most common consumer health questions and responses include:

- *Drug side effects.* Don't be afraid to answer these kinds of questions but do start with the right tool. The *USPDI (United States Pharmacopoeia Dispensing Information)*, a two volume work that is published annually, includes one volume written for patients and one for health practitioners. Side effects are clearly ranked by level of seriousness and actions to be taken by the patient. Its depth, clarity and organization make this the drug handbook to check first–rather than the *PDR/ Physicians Desk Reference*–often requested because it is the only title known to the consumer. Using the proper tool makes providing drug information much easier because it eliminates interpretation. This is true for disease-related questions as well.

  You should also be aware that *USPDI* regularly issues supplements throughout the year so the information you're reading from each of the volumes may not be the most current. The patron should know this and, if you have the supplements, be given any supplementary information.

- *Physician recommendations/credentials.* First, no type of library can answer the common request for a list of the "best" physicians in a particular specialty or geographic area. However, patrons can be invited to browse through the *Directory of Medical Specialists* where physicians' names and credentials are listed by specialty and by geographic location. A copy of a page or two from this source may meet the patron's need.

  One recent publication, *Best Doctors in the U.S.* may be requested by users, but its limited scope should be indicated. Information requests for physicians credentials are answered easily by the *Directory of Medical Specialists.* The credentials of many psychologists are in the *American Psychological Association Biographical Directory.* Folio's *Medical Directory of Connecticut* is a good source for information about local physicians listed by specialty, town and alphabetically. Folio's also lists Connecticut health maintenance organizations, hospitals, clinics, centers, group practices and dual practices alphabetically and by town.

- *Addresses of hospitals, nursing homes or specialized clinics.* The *American Hospital Association Guide to the Health Care Field* lists all hospitals in the U.S. by state and city and includes their size and services. The *Directory of Nursing Homes* edited by Sam Mongeau and published by Oryx Press covers the entire U.S. and includes licensure and number of beds. Specialized clinics are more difficult. *The Saunders Health Care Directory* and others like it include a variety of addresses by category.

- *Diseases and surgical techniques.* The *AMA Family Medical Guide* is one example of an excellent first choice consumer health tool. Our question about Crohn's disease was answered by reading from this work, and the information reassured a caller who believed, mistakenly, that it was cancer. Definitions can be handled by dictionaries such as *Stedmans Medical Dictionary* or for the very specialized question about syndromes or birth defects, the *Dictionary of Medical Syndromes.* For more difficult questions, all libraries should have on hand the *Merck Manual* (different from the *Merck Index*), Krupp's *Current Medical Diagnosis and Treatment* and *Harrison's Principles of Internal Medicine.* Harrison's is very technical but is probably the most complete of all of the general medical reference tools.

- *Lab tests and results.* These can be clarified for patrons who are curious about what normal glucose levels are or what a CBC is by using consumer oriented works like *The Encyclopedia of Medical Tests* by Pickney or *What You Should Know About Medical Tests* by Vermette.

- *Alternative treatment therapy inquiries.* The public librarians in HEALTHNET agree that this is one of the more difficult areas to deal with. One of the newest and most useful handbooks to which you can refer patrons is the *Alternative Health Guide* by Brian Inglis. Types of therapies covered include herbal therapy, chiropracty, homeopathy and many others. This volume also contains the names and addresses of many of the more esoteric associations and organizations.

A few important techniques for answering consumer health questions include the following:

- *Always answer using a published source – never provide opinion about a disease, health practitioner, or procedure.* This should be standard reference procedure. All information should be read exactly as printed, if answering over the phone. If the information required is too lengthy to read, photocopy a few pages to give or send to the patron. Suggest that technical words can be looked up in a medical dictionary. If time permits check an unfamiliar word in a medical dictionary for the patron and read that definition.

- *Never interpret or respond to a patron request for a "diagnosis" of symptoms.* Interpretation of information is the responsibility of the patron and his or her health care provider.

- *Always provide either an answer, a referral phone number or an address to the patron.* No health related question should go unanswered, and there is always an association or larger library to which the patron can be referred.

For more information about handling consumer health reference questions watch for HEALTHNET workshops scheduled for spring 1986. ■

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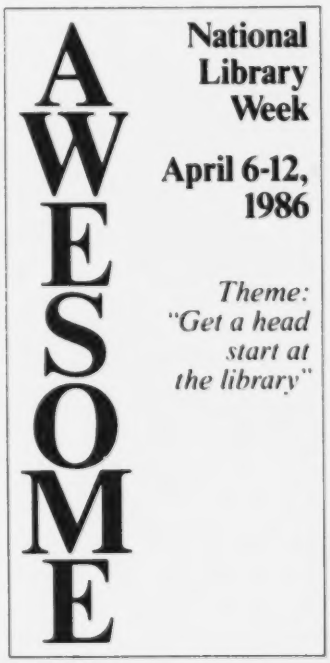

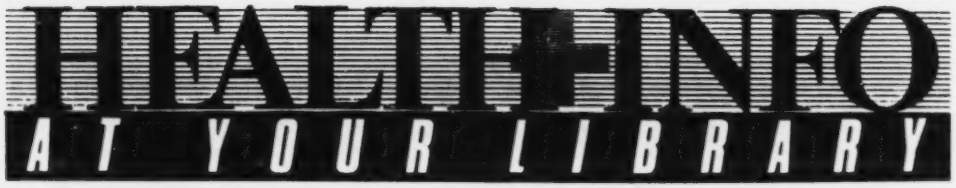

AIDS INFORMATION: A SPECIAL CHALLENGE FOR LIBRARIES

AIDS

"What's becoming clearer with time is that acquired-immune-deficiency syndrome is a profound killer that's not going to go away soon. By 1991, the experts say, 179,000 Americans will have died because of the disease. Already, an estimated 1.5 million Americans are infected with AIDS. Studies indicate that 30 percent of those infected get full-blown AIDS within five years, and that rate keeps getting higher over time. So far, the disease has proved inexorably fatal."

— from "Q. and A. on AIDS" in New York, 3/23/87

"We can depend on the media to alert us to new developments concernings AIDS and use this information as the basis for more fact finding. If a topic is important to you, seek out additional information from reliable sources (a reputable medical journal or organization, for instance). And pay close attention to the whole story, not just the headlines or the TV lead-ins.

Remember, information is an important and useful tool in a time of uncertainty and crisis. But this tool is only useful if it is accurate. Don't believe everything you read or hear. Check it out before you pass it on and you will have contributed something very valuable to a confusing and frustrating situation."

— from a brochure produced by the AIDS Action Project, Howard Brown Memorial Clinic, Chicago

Where can the general public go to find factual information about AIDS and its prevention? Physicians, health clinics, periodicals, and television are a few sources that come to mind.

Lowell Levin, professor of public health at Yale and a speaker at the 1987 ALA Conference, suggested that the American library is another prominent source that should be on that list. Libraries have an advantage over many other sources: the public perceives them as a trusted, nonjudgemental, and politically neutral source of information. In addition, they are also convenient and free.

Most government agencies have done little to inform the public about the individual actions needed to prevent AIDS. The time for libraries to act is now.

The best example of library action is the Chicago Public Library. CPL teamed up with the Chicago Health Department and area clinics to use its system of 88 branch libraries in helping to educate the public about AIDS. (See American Libraries, March 1986, p. 178 or Keystone Technical Bulletin, January-March 1986.)

Chicago started its project in 1985. Some libraries have still done little more than add some AIDS brochures to their vertical files. That is not enough.

What are the priorities for libraries?

1. The highest priority for libraries is providing current information on **AIDS prevention.**

   This will most commonly be done through the distribution of free pamphlets and brochures targeted to different audiences. Brochures should be purchased in quantities and printed with the library's name, address, and telephone number. (Some agencies will let libraries reprint existing information, a cheaper alternative.) Depending on existing community activities, it may also be appropriate to offer programs with authoritative speakers and/or audiovisuals.

2. The second priority will be providing more extensive **background information** on AIDS for students (of all ages) and folks who want to know more about the disease.

   This will take the form of books, articles, and audiovisuals on causes, history, treatment, research, statistics, drugs, costs of treatment, insurance coverage, testing, transmission, and high risk groups.

3. The smallest number of requests, although highly important ones, will probably be from **persons with AIDS-like symptoms, those with AIDS or AIDS Related Complex (ARC) and their families and friends.**

   This group will need information on coping with the disease, caring for someone with AIDS, financial resources (insurance, social security, the VA, etc.), area treatment programs, and support groups. Much of this information will be available from the health care establishment, but the library needs information that will complement what they provide.

What can libraries do?

1. Make connections with local agencies who are already working in this area. (They probably have regular meetings.) This includes the health deparment, clinics and hospitals, AIDS support groups, and teachers.

2. Set up an advisory group to a) help determine the role of the library in the overall commmunity effort, b) help with identifying and selecting appropriate materials, c) identify possible programs and speakers, d) help solicit money for funding all or part of the costs, and e) help to train reference/information staff to deal with AIDS-related questions.

3. Decide the role of the main library and that of the branches in this effort.

4. Assess collections and fill in the gaps based on recommendations from the advisory group and anticipated needs.

5. Provide training for reference/information staff on the disease, community resources, the literature of AIDS, and appropriate responses to questions.

What resources are available?

There are many excellent bibliographies available through the regular library market. These are a few resources that can assist Florida libraries get started with an AIDS Information Service.

☆ "How Does the Public Get Health Information? The AIDS Crisis as a Case Study," ALA Intellectual Freedom Committee program, 1987. (2 audiotapes) Request loan from Kathy Mayo at the State Library.

This excellent conference program was sponsored by the ALA Intellectual Freedom Committee and the IFCs of several divisions. The speakers discussed the role that libraries need to play in providing public education about AIDS, censorship attempts, and a possible model for library action.

☆ AIDS: A Virus That Doesn't Discriminate. A Resource Guide. Florida Association of Pediatric Tumor Programs, 1987. (Order for $14.95 from AIDS Resource Guide, c/o Florida Association of Pediatric Tumor Programs, P.O. Box 13372, University Station, Gainesville, FL 32604, 904/375-6848.)

This 318-page guide includes a listing of brochures, posters, informational cards, buttons, games, fact sheets, audiovisuals, and pamphlets developed by over-100 private as well as local, state, and national AIDS organizations. It is arranged in alphabetical order by organization and by 25 different audiences. (The audiences include groups such as adolescents, caregivers, clergy, employers, health care professionals, homosexual and bisexual men, I.V. drug users, parents, prisoners, and women.) The guide also lists materials in these foreign languages: Chinese, Creole, French, Japanese, Spanish, and Tagalog. Although it is not a selective guide to AIDS information, the annotations are detailed enough to help a library select titles to preview for possible bulk purchase.

☆ The AIDS Program, Department of Health and Rehabilitative Services, 1317 Winewood Blvd., Tallahassee, FL 32399, 904/487-2478 or 800/FLA-AIDS.

This state HRS office is an important resource along with the county health department. They can supply libraries with:

- current statistics on AIDS in Florida, updated monthly
- suggestions for brochures to purchase (approved by their advisory group)
- help with identifying local resources (organizations and people) and speakers

Libraries are in a unique position to make a real impact on the future course of AIDS in this country. By sharing factual, current information with the public, they are taking part of the responsibility for communtiy education and exhibiting professional integrity.

At the 1987 ALA Conference, Sam Puckett of the San Francisco AIDS Foundation, expressed his hope that libraries would become more agressive in providing information on the disease. Now that we know how AIDS is transmitted, it is completely preventable, said Puckett, "but prevention takes informed individual action.

WARNING: AIDS IS KILLING FLORIDIANS

• **AIDS** (Acquired Immune Deficiency Syndrome) is caused by a virus that damages an individual's immune system. **AIDS** is **incurable** and usually fatal within two years of onset.

• Many persons infected with the **AIDS** virus remain well with no symptoms for months or even years. Approximately **20-30 percent** of those infected will show clinical symptoms of illness within **five** years. Studies suggest that everyone infected with the **AIDS** virus will eventually develop **AIDS** or have serious health problems.

• As of May 1987, over **35,000** cases of **AIDS** have been diagnosed **nationally**, and over **2,500** of those diagnosed cases are in **Florida.** Only California and New York have more reported cases. The **AIDS** case count in Florida is doubling every **12** months. **By 1991, there will be over 30,000 cases in Florida.**

• There are **over 100,000 Floridians** currently **infected with the AIDS virus**. People who are infected with the virus can infect their sexual partners, even if they personally remain well. The Centers for Disease Control estimate that **one out of nine men** and **one out of seventy-five women** between the ages of **30** and **39** in Florida are already infected with the **AIDS** virus.

• **AIDS** is **not** spread by **casual contact.** Exposure occurs during intimate contact with an infected person's blood, semen or vaginal secretions. The most common sources of infections are sexual intercourse and sharing of intravenous drug needles. Transmission also occurs from pregnant women to their unborn children. Blood transfusions used to be a source of infection, but are no longer: the blood supply has been safe since testing all blood donors began in **March 1985.**

• **AIDS is no longer the concern of any one segment of society**; it is the concern of us all and most of us will eventually know someone who is an **AIDS** victim. **Men and women can transmit the disease** and only 56 percent of Florida's cases are in the homosexual population. **Heterosexual transfer is increasing.** In Florida there are now more cases of **AIDS** acquired through heterosexual contact than there were through homosexual contact just three years ago.

• There is no cure for **AIDS** and no vaccine at this time, and neither is expected for the next **five** years.

• The only way to curb this epidemic is to **prevent new infections**. The only way to accomplish this is **through effective education.**

• Individuals **concerned** about their possible infection are encouraged to voluntarily seek the **personal counseling** and **totally anonymous testing services** available in **19** counties.

• Confidential information, including location of anonymous testing centers, is available through your local County Health Department and from the toll-free statewide hotline **(1-800-FLA-AIDS)**, 10:00 a.m.-10:00 p.m., Monday-Friday.

• Concern over the AIDS epidemic led representatives to create a **House Task Force on AIDS.** Members are: Mike Abrams, North Miami Beach; Lois Frankel, Chair, West Palm Beach; Elaine Gordon, North Miami; Jim Hill, Hobe Sound; Jim King, Jacksonville; Mike Langton, Jacksonville; Fred Lippman, Hollywood; Bruce McEwan, Orlando; Steve Press, Delray Beach and David Thomas, Port Charlotte.

• The **Task Force** started meeting during the **1987 Legislative Session** and testimony was provided by experts from a variety of health and policy areas.

• Part of the legislative response was to provide **$12.3 million** in state funding for **AIDS** programs, including patient care, counseling and testing, information and education.

• The **Task Force** will continue meeting during the interim to develop a comprehensive **AIDS** legislative program for the **1988** session. Your representative welcomes your ideas and suggestions.

HOW MUCH DO YOU KNOW ABOUT AIDS?

Take this test to find out.

AIDS is spread primarily through sexual contact and sharing IV drug needles.
____True ____False

Some people infected with the virus may never have any symptoms, but can still infect others.
____True ____False

You're not at risk for AIDS if you've been in a mutually monogamous relationship since 1978 and neither of you uses IV drugs.
____True ____False

You may be at risk for AIDS if you have short-term sexual relationships.
____True ____False

If your sex partner has had sex with an AIDS carrier, he or she can unknowingly transmit the virus to you.
____True ____False

You can help protect yourself from AIDS by using condoms and spermicide during sex.
____True ____False

You don't have to worry about children getting AIDS at school from an infected child or teacher.
____True ____False

You don't get AIDS from everyday activities at work, or from food touched by a person who has the virus.
____True ____False

By 1991, Florida will have as many AIDS cases as the nation does now.
____True ____False

If you answered false to any of these statements, you need to know more about AIDS.

Number: 35
Date: 7/01/87

ACQUIRED IMMUNE DEFICIENCY SYNDROME (AIDS) SURVEILLANCE REPORT
DEPARTMENT OF HEALTH AND REHABILITATIVE SERVICES
AIDS PROGRAM, DISEASE CONTROL, STATE HEALTH OFFICE
1317 Winewood Boulevard, Tallahassee, Florida 32399-0700
(904)487-2478, SC 277-2478; Compiled by Deborah Holtzman, Ph.D.

Cumulative adult cases of AIDS by county of residence at onset of illness, through 07/01/87, Florida.

COUNTY*	No. of Cases	Percent of Total
ALACHUA	13	0.5%
BAY	7	0.3%
BRADFORD	1	.0%
BREVARD	24	0.9%
BROWARD	473	18.6%
CHARLOTTE	6	0.2%
CLAY	1	.0%
COLLIER	20	0.8%
COLUMBIA	1	.0%
DADE	1063	41.8%
DUVAL	67	2.6%
ESCAMBIA	13	0.5%
FLAGLER	1	.0%
GADSDEN	1	.0%
GULF	1	.0%
HENDRY	3	0.1%
HERNANDO	5	0.2%
HIGHLANDS	1	.0%
HILLSBOROUGH	72	2.8%
INDIAN RIVER	6	0.2%
LAKE	3	0.1%
LEE	56	2.2%
LEON	22	0.9%
LEVY	2	0.1%
MANATEE	12	0.5%
MARION	8	0.3%
MARTIN	3	0.1%
MONROE	77	3.0%
NASSAU	1	.0%
OKALOOSA	1	.0%
OKEECHOBEE	1	.0%
ORANGE	77	3.0%
OSCEOLA	1	.0%
PALM BEACH	284	11.2%
PASCO	7	0.3%
PINELLAS	66	2.6%
POLK	13	0.5%
PUTNAM	2	0.1%
SANTA ROSA	1	.0%
SARASOTA	24	0.9%
SEMINOLE	14	0.6%
ST JOHNS	1	.0%
ST LUCIE	10	0.4%
SUWANNEE	1	.0%
UNION	1	.0%
VOLUSIA	24	0.9%
UNKNOWN COUNTY	10	0.4%
DOC CASES**	41	1.6%
TOTAL CASES	2542	100.0%

*Only counties with confirmed cases of AIDS are indicated.
**Department of Corrections.

Acquired Immunodeficiency Syndrome (AIDS)
Cases of AIDS Meeting the CDC Surveillance Definition
Surveillance Report - 07/01/87 - Florida

Table 1.

Disease Category	Adult/Adolescent Cases (%)	Adult/Adolescent Deaths (%)	Pediatric Cases (%)	Pediatric Deaths (%)	Total Cases (%)	Total Deaths (%)
KS without PCP	359 (14)	192 (53)	6 (9)	6 (100)	365 (14)	198 (54)
Both KS and PCP	139 (5)	96 (69)	6 (9)	6 (100)	145 (6)	102 (70)
PCP without KS	1398 (55)	884 (63)	26 (41)	18 (69)	1424 (55)	902 (63)
OI without KS or PCP	646 (25)	439 (68)	26 (41)	14 (54)	672 (26)	453 (67)
Total	2542 (100)	1611 (63)	64 (100)	44 (69)	2606 (100)	1655 (64)

Table 2.

Age	Cases (%)
Under 13	64 (2)
13-19	14 (1)
20-29	668 (26)
30-39	1083 (42)
40-49	513 (20)
Over 49	264 (10)
Unknown	0 (0)
Total	2606 (100)

Table 3.

Race/Ethnicity	Adult/Adolescent Cases (%)	Pediatric Cases (%)	Total Cases (%)
White, Not Hispanic	1274 (50)	7 (11)	1281 (49)
Black, Not Hispanic	929 (37)	55 (86)	984 (38)
Hispanic	332 (13)	2 (3)	334 (13)
Other	3 (0)	0 (0)	3 (0)
Unknown	4 (0)	0 (0)	4 (0)
Total	2542 (100)	64 (100)	2606 (100)

Table 4. Patient Groups

	Adult/Adolescent Males (%)	Adult/Adolescent Females (%)	Adult/Adolescent Total (%)
Homosexual or bisexual Men	1444 (64)	0 (0)	1444 (57)
Intravenous (IV) drug User	264 (12)	96 (36)	360 (14)
Homo/Bi IV drug User	144 (6)	0 (0)	144 (6)
Hemophiliac	12 (1)	0 (0)	12 (0)
Heterosexual contact	63 (3)	52 (19)	115 (5)
Born in HIR Country	211 (9)	69 (26)	280 (11)
Transfusion with blood/products	45 (2)	25 (9)	70 (3)
None of the above/Other	89 (4)	28 (10)	117 (5)
Total	2272 (100)	270 (100)	2542 (100)

	Pediatric Males (%)	Pediatric Females (%)	Pediatric Total (%)
Hemophiliac	0 (0)	0 (0)	0 (0)
Parent at risk/has AIDS	21 (81)	31 (82)	52 (81)
Transfusion with blood/products	4 (15)	0 (0)	4 (6)
None of the above/Other	1 (4)	7 (18)	8 (13)
Total	26 (100)	38 (100)	64 (100)

Acquired Immunodeficiency Syndrome (AIDS)
Cases of AIDS Meeting the CDC Surveillance Definition
Surveillance Report - 07/01/87 - Florida

Table
5. Reported Cases of AIDS and Case-Fatality Rates by Half-Year of Diagnosis.

Half-Year of Diagnosis	Number of Cases	Number of Deaths	Case-Fatality Rate
Before 1980	0	0	----
1980 Jan -June	2	1	50%
July-Dec	3	3	100%
1981 Jan -June	6	6	100%
July-Dec	10	10	100%
1982 Jan -June	40	35	88%
July-Dec	42	29	69%
1983 Jan -June	95	82	86%
July-Dec	114	90	79%
1984 Jan -June	158	115	73%
July-Dec	238	188	79%
1985 Jan -June	332	247	74%
July-Dec	348	260	75%
1986 Jan -June	396	254	64%
July-Dec	474	211	45%
1987 Jan -June	348	124	36%
July-Jul 1	0	0	----
Totals	2606	1655	64%

HEALTH INFO
AT YOUR LIBRARY

AIDS

Acquired Immune Deficiency Syndrome

BOOKS

for Children and Young Adults

non-fiction

Hyde, Margaret O. and Elizabeth H. Forsyth, M.D. ***AIDS: WHAT DOES IT MEAN TO YOU?*** (Walker & Co., 1987)

Hyde, Margaret O. and Elizabeth H. Forsyth, M.D. ***KNOW ABOUT AIDS.*** (Walker & Co., 1987)

Lerner, Ethan A., M.D. ***UNDERSTANDING AIDS.*** (Lerner Publications, 1987)

Nourse, Alan E., M.D. ***AIDS.*** (Franklin Watts, 1986)

Silverstein, Alvin and Virginia. ***AIDS: DEADLY TREAT.*** (Enslow Publishers, 1986)

Wachter, Oralee. ***SEX, DRUGS AND AIDS.*** (Bantam, 1987)

fiction

Kerr, M. E. ***NIGHT KITES*** (Harper & Row, 1986)

Miklowitz, Gloria D. ***GOOD-BYE, TOMORROW.*** (Delacorte, 1987)

Library Service to Children with Special Needs Committee

Association for Library Service to Children

American Library Association
50 East Huron Street
Chicago, Illinois 60611

Stories about AIDS appear daily in newspapers, magazines, and on television.
For up-to-date information, telephone the National AIDS Hotline:

1-800-342-AIDS

AIDS INFORMATION
FROM THE UNITED STATES GOVERNMENT

"AIDS is a life-threatening disease and a major public health issue. Its impact on our society is and will continue to be devastating. By the end of 1991, an estimated 270,000 cases of AIDS will have occurred with 179,000 deaths within the decade since the disease was first recognized. In the year 1991, an estimated 145,000 patients with AIDS will need health and supportive services at a total cost of between $8 and $16 billion. However, AIDS is preventable. It can be controlled by changes in personal behavior. It is the responsibility of every citizen to be informed about AIDS and to exercise the appropriate preventive measures...." (C. Everett Koop, Surgeon General).

For the information of the university community and area, the Documents and Maps section of the Donald O. Rod Library has a rapidly growing collection of government publications regarding AIDS and America's response to the epidemic. Federal documents deal with AIDS prevention, treatment, research, incidence, and much more. The following list is just a sample of the types of documents available in the DOR Library. If you are interested to see what else the government has published concerning AIDS, stop by the Documents and Maps section (Library 340) or call 6327.

Hammett, Theodore M. AIDS in Correctional Facilities: Issues and Options. Washington, D.C. U.S. Government Printing Office, 1986. (J 28.23:Ai2).

This report fully describes the range of correctional system responses to AIDS, and discusses some of the advantages and drawbacks of each approach.

Koop, C. Everett. Surgeon General's Report on Acquired Immune Deficiency Syndrome. Washington, D.C., U.S. Government Printing Office, 1986. (HE 20.2:Ac7/3).

This highly publicized report informs the American people about AIDS, how it is transmitted, the relative risks of infection and how to prevent it. While supplies last, free copies are available by writing AIDS, P.O. Box 14252, Washington, D.C. 20044.

Morgan, W. Meade and James W. Curran. "Acquired Immunodeficiency Syndrome: Current and Future Trends." Public Health Reports. 101:459-465 (September/October 1986). (Periodicals).

Article gives information on the incidence of AIDS among adults, by selected patient characteristics; and related deaths; projected to 1991 based on weighted trend data from June 1981-May 1986.

U.S. Congress. House. Committee on Energy and Commerce. AIDS Issues. Hearings before the Subcommittee on Health and the Environment. 99th Cong., 1st Sess., Washington, D.C., U.S. Government Printing Office, 1985. (Y 4.En2/3:99-45).

This hearing examines clinical, ethical and financial issues related to prevention and treatment of AIDS, including the status of research, and the confidentiality of medical information on clinical research subjects and blood donors tested for AIDS.

U.S. Congress. Committee on Energy and Commerce. Nonhospital Care for AIDS Victims. Hearings before the Subcommittee on Health and the Environment. 99th Cong., 2d Sess., Washington, D.C., U.S. Government Printing Office, 1987. (Y 4.En2/3:99-137).

This hearing studies the provision of health care services to people with AIDS outside of hospitals. Such services include home health care, hospice care, nursing home care, personal care and counseling, and other support services for patients and their families.

U.S. Congress. House. Committee on Government Operations. AIDS Drug Development and Related Issues. Hearings before a Subcommittee....99th Cong., 2d Sess., Washington, D.C. U.S. Government Printing Office, 1986. (Y 4.G74/7:D84/20).

The hearing looks at progress in the development of potentially effective drugs for the treatment of AIDS. It also assesses scientific, ethical, and regulatory issues related to the evaluation of and access to experimental drugs.

U.S. National Institute of Mental Health. Coping with AIDS: Psychological and Social Considerations in Helping People with HTLV-III Infection. Washington, D.C. U.S. Government Printing Office, 1986. (HE 20.8102:Ac7).

"The emotional well-being of people with AIDS is undermined by physical disease, weakness, and pain, by the likely imminence of death, and by stigmatization, social oppression, and pervasive loss." This brochure gives advice to health care professionals who deal with AIDS patients.

U.S. Public Health Service. Reports on AIDS Published in the Morbidity and Mortality Weekly Report June 1981 through May 1986. Atlanta, Georgia. Centers for Disease Control, 1986. (HE 20.7009/a:Ac7/981-86/2).

This publication includes all the articles related to AIDS appearing in the CDC's respected Morbidity and Mortality Weekly Report.

Patrick J. Wilkinson
Documents and Maps Librarian

Surgeon General's Report on

ACQUIRED IMMUNE DEFICIENCY SYNDROME

HE20.2:
Ac 7/3
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& DEPOSITORY
DEC 1 1 1986

Your Chicago Health

THE CHICAGO PUBLIC LIBRARY'S HEALTH INFORMATION PROJECT

This project is made possible by a Federal Library Services and Construction Grant awarded by the Illinois State Library. CHICAGO PUBLIC LIBRARY'S HEALTH INFORMATION PROJECT Committee developed this series in cooperation with the Department of Health and the Board of Education.

AIDS: AN UPDATE

BOOKS

Altman, Dennis. AIDS in the mind of America: the social, political and psychological impact of a new epidemic. NY: Doubleday, 1986. RC607.A26A37 1986. BST, BR

Brandt, Allan M. No magic bullet: a social history of venereal disease in the United States since 1880. NY: Oxford University Press, 1985. RC201.47.B73 1985. BST, BR

Gong, Victor and Norman Rudnick, editors. AIDS: facts and issues. New Brunswick, NJ: Rutgers University Press, 1986. RC607.A26A3464 1986. BST, BR

Hyde, Margaret O. and Elizabeth H. Forsyth. AIDS: what does it mean to you? NY: Walker, 1986. RC607.A26H93 1986. BST, THC, BR

Leibowitch, Jacque. A strange virus of unknown origin. NY: Ballantine, 1985. RC607.A26L45 1985. BST, BR

Mandel, Bea and Byron Mandel. Play safe: how to avoid getting sexually transmitted diseases. Rev., 2nd. ed. Foster City, CA: Center for Health Information, 1985. RA644.V4M36 1985. BST, BR

Mobilizing against AIDS: the unfinished story of a virus. Cambridge. MA: Harvard University Press, 1986. RC607.A26M63 1986. BST, BR

U.S. Department of Health and Human Services. Coping with AIDS. Washington, DC: Government Printing Office, 1986. HE20.8102:AC7. GPD

U.S. Public Health Service. Surgeon General's report on Acquired Immune Deficiency Syndrome. Washington, DC: Government Printing Office, 1986. HE1.2AC7/2. GPD

ARTICLES

"AIDS: deadly but hard to catch.," Consumer Reports, November, 1986. pp. 724+. BST, BR

"The AIDS pandemic." Scientific American, January, 1987, pp. 58+. BST, BR

Breo, Dennis L. "Confronting AIDS." Sunday: The Chicago Tribune Magazine, April 26, 1987, pp. 14+. GNP, BR

Chapman, Fern Schumer. "AIDS and business: problems of costs and compassion." Fortune, September 15, 1986, pp. 122+. BST, BR

-continued on reverse-

John B. Duff
Commissioner

Dr. Cannutte N. Russell
President, Board of Directors

Harold Washington
Mayor, City of Chicago

Finlayson, Ann and Mark Leiren-Young. "Fear of death and disease." Maclean's, January 12, 1987, pp. 32+. GNP, BR

Jones, Nancy Lee. "The education for all handicapped children act: coverage of children with Acquired Immune Deficiency Syndrome (AIDS)." Journal of Law and Education, Spring, 1986, pp. 195+. SSH

Kantrowitz, Barbara, et al. "Kids and contraceptives." Newsweek, February 16, 1987, pp. 54+. GNP, BR

Kuzmits, Frank E. and Lyle Sussman. "Twenty questions about AIDS in the workplace." Business Horizons, July-August, 1986, pp. 36+. BST, BR

Lewis, Anne C. "A dangerous silence." Phi Delta Kappan, January, 1987, pp. 348+. SSH, BR

McAuliffe, Kathleen. "AIDS: at the dawn of fear." U.S. News & World Report, January 12, 1987, pp. 60+. SSH. GPD, BR

Monmaney, Terence. "Counting the AIDS victims." Newsweek, February 23, 1987, pp. 65+. GNP, BR

Morganthau, Tom. "Future shock: the AIDS epidemic." Newsweek, November 24, 1986, pp. 30+. GNP, BR

Paige, Connie. "Paul Cronan's agony: a landmark case in the continuing story of AIDS in America." Boston Magazine, December, 1986, pp. 156+. SSH

Pekkanen, John. "When is sex safe?" Washingtonian, January, 1987, pp. 53+. SSH

Rowe, Mary. "The fear of AIDS." Harvard Business Review, July-August, 1986, pp. 28+. BST, BR

Stone, Michael. "Q and A on AIDS." New York, March 23, 1987, pp. 34+ SSH, BR.

Verniero, Joan C. "Teaching children about AIDS." Education Digest, December, 1986, pp. 21+. SSH, BR

Wallis, Claudia and Anastasia Toufexis. "'You haven't heard anything yet'." Time, February 16, 1987, pp. 54+. GNP, BR

Wells, Nancy. "Killer illnesses of history." U.S. News & World Report, January 12, 1987, pp. 69+. SSH, GPD, BR

FOR ADDITIONAL INFORMATION

AIDS Action Hotline
(Howard Brown Memorial Clinic)
312-871-5696

AIDS Hotline
(State of Illinois)
1-800-243-2437

AIDS Hotline
(U.S. Public Health Service)
1-800-342-2437 (recorded message)
1-800-443-0366 (questions answered)

National Gay-Lesbian Crisisline
1-800-221-7044

TEL-MED
312-670-3670
AIDS Information tape #571 - English or Spanish

Key to location symbols:
BST - Business/Science/Technology Division
SSH - Social Sciences and History Division
GPD - Government Publications Department
GNP - Newspapers and General Periodicals
These four locations at 425 North Michigan Avenue

BR - Branch locations

Compiled by Nita Salutillo and Deborah Mason, Business/Science/Technology Division

SAMPLE BROCHURES, FLIERS AND BOOKMARKS

REFERENCE, INFORMATION, REFERRAL

CONSUMER HEALTH INFORMATION PROGRAM AND SERVICES

SALUD Y BIENSTAR

Health Information Line
El Teléfono de Información para la Salud
(213) 549-9000

When Bill Condon talks about the Corporate Research Library, the staff at Blue Cross and Blue Shield of Florida listen. Bill uses his monthly list of new materials as a vehicle for reaching corporate staff with news about library services and ideas that challenge their concept of libraries and librarians. Here are two examples.

Corporate Research Library

BULLETIN

Announcing recent Corporate Research Library Acquisitions

We are pleased to offer the following new books for your review. With the exception of reference books and current-year factbooks, new books may be borrowed for two weeks. Please limit your request to one book at a time. To reserve a book, please fill out the request form at the end of the bulletin and return to the Library. Reserves are filled by date of request.

September 1985

LETTER FROM THE LIBRARIAN

Let it not be said that your information mavens down on 3N are not tuned in to what shakes out there in the healthcare market place.

We book fondlers and journal strokers are often thought to be glassy-eyed dreamy types very much out of touch with what passes for reality, but you'd be surprised.

There is no single place in the Plan through which more news and intelligence on healthcare flows. We make it our business to scan the contents of the over 200 journals and newsletter we receive (each and every issue) and we have begun to lay in an impressive collection of annual reports issued by competing companies working the healthcare side of the street.

Tucked into this issue of the Bulletin you will find a sheet labeled COMPETITOR FILES and on it you will see an impressive list of insurance companies, hospital chains and HMO chains whose current status, plans for future developments and all-round destinies concern us greatly.

These files and their growing contents are chiefly the handiwork of Margie Pace, whose skills in this (and just about any other) regard are on a par with those of Hercule Poirot, Sherlock Holmes and Mata Hari all rolled into one.

Our online computer resources increasingly yield pure, unadulterated market intelligence (ask us about what the INVESTEXT file contains, for example). But INVESTEXT really only supplements online business files which already provide a wealth of competitor data.

Come on down, you marketeers and would-be marketeers and try us. The odds are becoming increasingly good that you will not leave this information center empty handed.

Bill

Bill Condon, Manager

Distribution: Lists A-E

Corporate Library & Information Center

Bulletin

■ This Bulletin is published monthly by the Corporate Library and Information Center to inform employees of recent Library acquisitions ■ For more information, contact Bill Condon or Margie Pace at extension 6937 ■

LETTER FROM THE LIBRARIAN April 1986

"Librarian" is so drab and drear a title that several years ago when I spoke before a group of somnolent Orange Park Rotarians I was introduced as, "Clay County's most notorious bookie! That got their attention.

Today, were I to be introduced to that same motley crowd of doctors, lawyers and candlestick makers, I would blush becomingly and tell them that I was presently embroiled in an entirely new scam - the numbers racket.

I'd be telling the truth. In the Corporate Library and Information Center we are increasingly asked for numbers - health care cost numbers, health care utilization numbers, and - last but far from least - population numbers (demographics).

As Florida's population continues to soar, more and more tools are becoming available to help us assess the impact of that growth and its geographic distribution on our business. I would like to briefly mention just three of these tools today.

The first is a new publication called Econocast, a quarterly put out by a small outfit in Winter Park run by Hank Fishkind (formerly Assistant Director of the University of Florida Bureau of Economic and Business Research). Econocast contains a national environmental outlook section, a Florida economic forecast, economic overviews and population and economic statistics for selected Florida counties from 1983-1988.

Florida Outlook is published quarterly by the Bureau of Economic and Business Research, University of Florida and contains both demographic and economic forecasts for Florida and all Metropolitan Statistical Areas. Historical data are also provided.

Finally, I should mention one of our many online databases - Donnelly Demographics. The Donnelly Demographics database, produced by Donnelly Marketing Information Services, offers selected demographic information from the 1980 census, enhanced by proprietary estimates for the current year and five-year projections for some catagories. The database can be searched by geographic levels and by certain demographic characteristics such as mobility, housing, education, occupation, income, race, age, population and households, making the database particularly useful for market analysis and site location.

The General Electric Company used to boast that, "People are out most important product." We may very well borrow their old banner any day now. In the nonce, come in and check out our people-capability.

Bill

Bill Condon
Manager, Corporate Research Library

Blood Drive

Perry Highland Juniors is sponsoring a blood drive at the library on Saturday, April 13, 10 AM - 2 PM. Registration is NOT required. Just make this one of your Saturday stops. It doesn't take long and it's very gratifying knowing you've given a gift that is so badly needed.

Wellness Works

Dr. Stuart Yudofsky, director of Allegheny General Hospital's Department of Psychiatry, will discuss the psychology of dieting and eating disorders, at on Wednesday, April 24 at 7:30 PM. As part of a series on health management, cosponsored by the library and Allegheny General, this month's topic focuses on the behavioral aspects of dieting including diet fads, reasonable diets and behavior modification.

Dr. Yudofsky will also touch on the causes and treatment of the widely publicized eating disorders, anorexia nervosa and bulimia.

Please register for the program at the Upper Circulation Desk.

Aging Parents & Their Needs

"The Aging Parent: A Search for Independence, An Adventure in Love" will be presented on Thursday, April 25, from 7:30 PM to 9:30 PM, under the auspices of Home Health Services of Allegheny County, Inc.

The program will deal with the emotional, psychological, social and physical needs of the aging parent living independently or living with a family member. Home "help" and home health care services as well as personal planning and counseling for parent and family will also be discusses.

For further information and reservations, please call 661-9300.

Medical and Health Pamphlet Files

Are you looking for some information to help with a term paper on stress? Need some current non-technical literature on multiple sclerosis? Would you like to find out what services area hospitals have to offer? Then, the library's new **MEDICAL AND HEALTH PAMPHLET FILES** may have just the information you seek.

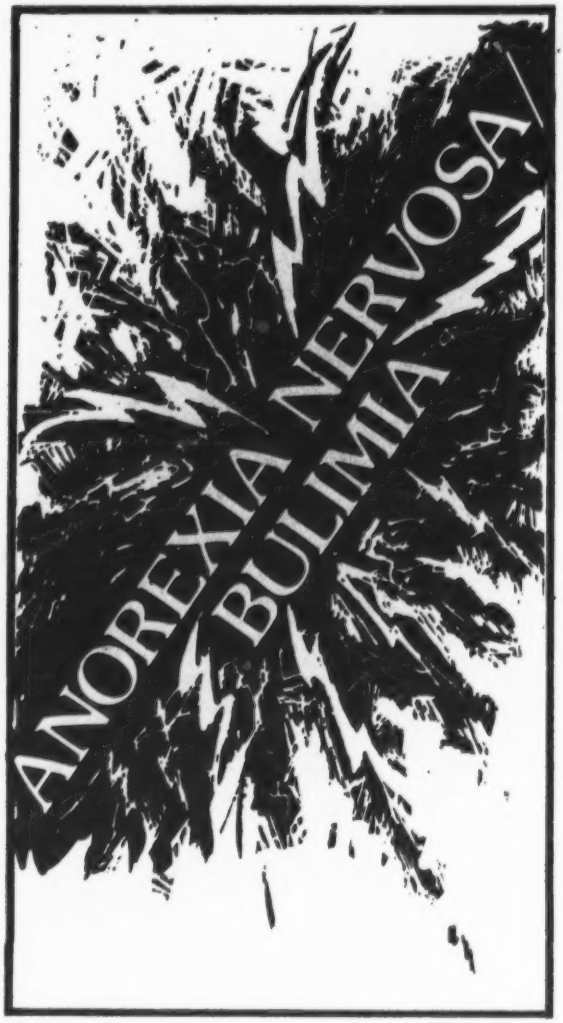
The **MEDICAL FILES** are actually an offshoot of the well-used PAMPHLET FILE COLLECTION. Currently, four drawers containing information on over 100 topics in the medical/health area are housed next to the regular PAMPHLET FILES. The literature is aimed at a general audience seeking understandable ideas on diseases or medical problems. We do not intend for the files to take the place of your doctor's advice--only to supplement it. The information is in the form of brochures and magazine articles, along with a few paperback books. Most can be checked out for one week; five pamphlets at a time. A complete listing of all currently covered topics is contained in the blue notebook on top of the **MEDICAL AND HEALTH PAMPHLET FILE.** The collection is still growing, so any subject you would like to see included will certainly be considered. Just let us know at the Reference Desk.

Diabetic Child and Parent Burnout

The North Hills Support Group for Parents with Diabetic Children will be led by Suzanne Schnupp and Dottie Lou Forrester in a discussion of "Parent Burnout" at its next meeting. On Tuesday, April 9, at 7:30 PM they will explore "Do you feel under continuous pressure?" and "Do you wish you had more time for yourself?" and other questions.

Suzanne and Dottie will provide guidance and illustrations on recognizing the symptoms of burnout. They will go on to how to cope and recover.

The public is invited to attend. Refreshments will be served after the program.



A select reading list
prepared by

ONONDAGA COUNTY PUBLIC LIBRARY

335 Montgomery Street
Syracuse, NY

WOMEN'S HEALTH

a sampling of books
available at the

Onondaga County
Public Library

YOUR CHICAGO HEALTH

THE CHICAGO PUBLIC LIBRARY'S HEALTH INFORMATION PROJECT

A.I.D.S. ALZHEIMER'S TEEN PREGNANCY STRESS

SEX, A.I.D.S. AND YOU: A DEADLY DILEMMA
Rodger McFarlane, Project Director, A.I.D.S. Professional Education Program, Memorial Sloan-Kettering Cancer Center, New York City

A.I.D.S. AND ADOLESCENCE
Dr. Ernest Drucker, Ph.D., Director, Division of Community Health, Department of Epidemiology and Social Medicine, Montefiore Medical Center, and Associate Professor of Epidemiology and Social Medicine, Albert Einstein College of Medicine, The Bronx, New York

SEPTEMBER 22, 1986, 12:15 P.M.
PRESTON BRADLEY HALL, CHICAGO PUBLIC LIBRARY CULTURAL CENTER, 78 EAST WASHINGTON STREET (TELEPHONE 269-2820)

9/22

ALZHEIMER'S DISEASE: AGING AND THE BRAIN
Dr. William C. Koller, Department of Neurology, Loyola University Medical Center, and Research Neurologist, Hines Veterans Hospital

OCTOBER 27, 1986, 12:15 P.M.
PRESTON BRADLEY HALL, CHICAGO PUBLIC LIBRARY CULTURAL CENTER, 78 EAST WASHINGTON STREET (TELEPHONE 269-2820)

10/27

TEENAGE MOMS: CHILDREN HAVING BABIES
Dr. Gayle L. Kates, Chairman, Department of Pediatrics, Provident Medical Center
Jenny Knauss, Executive Director, Illinois Caucus on Teenage Pregnancy

NOVEMBER 17, 1986, 7 P.M.
CARTER G. WOODSON REGIONAL LIBRARY, 9525 SOUTH HALSTED STREET (TELEPHONE 881-6900)

11/17

HANDLING STRESS: THE GOOD NEWS
Hope Hornstein, Assistant Director of Consultation and Education, Ravenswood Mental Health Center
Dr. Stanley Strickland, Ph.D., Bureau Chief, Bureau of Mental Health, The Chicago Department of Health

DECEMBER 15, 1986, 7 P.M., CONRAD SULZER REGIONAL LIBRARY, 4455 N. LINCOLN AVENUE (TELEPHONE 728-8652)

12/15

82

This project is made possible by a Federal Library Services and Construction Grant awarded by the Illinois State Library. CHICAGO PUBLIC LIBRARY'S HEALTH INFORMATION PROJECT Committee developed this series in cooperation with the Department of Health and The Board of Education.

PUBLIC LECTURE SERIES

CHICAGO WORKS PROJECT
Commissioner John B. Duff
Dr. Cannutte N. Russell
President, Board of Directors
Harold Washington
Mayor, City of Chicago

AIDS:

Public Forums

The Chicago Public Library in cooperation with the Chicago Department of Health will hold a series of FREE Public Forums on Acquired Immune Deficiency Syndrome

(AIDS)

A panel of experts will discuss AIDS from three perspectives:

"Public Awareness Issues"
Chet Kelly, AIDS Project Coordinator
Chicago Department of Health

"Medical Issues"
Dr. Renslow Sherer, Co-Director, Sable/Sherer Clinic
Cook County Hospital

"Psychological/Support Service Issues"
Dr. Gerald Soucy, Staff Psychologist, AIDS Action Project
Howard Brown Memorial Clinic

Dates and Locations

Thursday, November 7 - 7:00 p.m. - 9:00 p.m.
Sulzer Regional Library - Meeting Room
4455 North Lincoln Avenue

Saturday, November 16 - 10:00 a.m. - Noon
Woodson Regional Library - Auditorium
9525 South Halsted Street

Tuesday, November 19 - Noon - 2:00 p.m.
The Chicago Public Library Cultural Center
Preston Bradley Hall
78 East Washington Street

AIDS Information Project
Joint Project of the Chicago Department of Health and The Chicago Public Library

Help Yourself to Health (cont.)

PATIENTHOOD: THE ART OF BEING A RESPONSIBLE PATIENT.
Miriam Siegler, 1979
610.696 KCLS — 610.696 SPL
SIE — Sil5P

THE RIGHTS OF MENTAL PATIENTS: THE BASIC ACLU GUIDE TO A MENTAL PATIENT'S RIGHTS.
Bruce Ennis and Loren Siegel, 1973
344.044 KCLS — 131.026 SPL
ENN — En62R

ROUTINE COMPLICATIONS: TROUBLES WITH TALK BETWEEN DOCTORS AND PATIENTS.
Candace West, 1984
610.696 KCLS — 610.696 SPL
WES — W52C

TALK BACK TO YOUR DOCTOR
Arthur Levin, 1975
362.10973 KCLS — 610.4 SPL
LEV — L578T

WHEN TALK IS NOT CHEAP: OR, HOW TO FIND THE RIGHT THERAPIST WHEN YOU DON'T KNOW WHERE TO BEGIN.
Mandy Aftel, 1985
616.8914 KCLS — 616.8914 SPL
AFT — Af89W

King County Health
Information Network

A network of libraries dedicated to bringing you health information. (Funded by a grant from Library Services and Construction Act.)

1/87

TEAMWORK:
Be Your Doctor's Partner

Medicine is Communication

Doctors and other health care providers can help solve your health problems, but your cooperation is necessary for success. To get the most from your visit try these hints.

Before the Visit

1. It is your responsibility to tell the doctor how you feel. Make a list. Be specific:

- When did your symptoms start?
- How often do your symptoms occur?
- How long do they last?
- Have you associated any foods or situations with them?
- What medications are you currently taking?
- Do you have any pain?
- Where is it located?
- What type of pain? Sharp, dull, aching, throbbing?
- How long does it last?

2. Know in advance what you want to learn about your condition. Make a list of your questions. Some examples:

- What is the cause of this problem?
- What is the current therapy?
- What is the prognosis?
- If the disease progresses, are any radical new treatments feasible?
- Is this disease hereditary?

3. Consider bringing a relative or close friend to help you ask questions if you feel intimidated in the doctor's office. Be sure to notify the doctor that you will be bringing someone along.

4. If you are likely to forget instructions, consider taking paper and pen or a small tape recorder.

During the Visit

1. Repeat the doctor's instructions aloud in your own words to be sure you understand them correctly. If you need to, write them down.

2. Ask about the risks of recommended treatments. Ask what will happen if you don't follow the advice.

3. Ask about side effects of any prescribed medications. Ask your pharmacist as well:

- What are the side effects of this medicine?
- Should this medicine be taken with food or on an empty stomach?
- Should any foods be avoided while taking this medication?
- What will happen if I am taking other drugs.
- What if I miss a dose?
- Is it harmful to suddenly stop taking this medicine?
- Are there other restrictions?

4. If you don't feel comfortable with the diagnosis, you might consider asking for a second opinion. Most physicians will be happy to recommend another doctor. Check with your insurance company or agent for coverage of a second opinion.

5. Don't leave the office without understanding what has been said to you about your condition.

After the Visit

You may want to consult other information sources:

1. Pharmacists can answer questions about drugs and their side effects and interactions.

2. Specialized health agencies and organizations can provide background information and pamphlets on many diseases and conditions as well as names of support groups.

3. Your community library can help you find health agencies, background information, current medical practices and current research on your condition.

Help Yourself to Health

Reading these books will help you to prepare to be your doctor's partner:

KCLS = King County Library System
SPL = Seattle Public Library

CONSUMER'S GUIDE TO HEALTH CARE SERVICES.
Stephen Williams and Sandra Guerra, 1985

362.1 KCLS	362.1 SPL
WIL	W675C

HOW TO CHOOSE AND USE YOUR DOCTOR.
Marvin Belsky and Leonard Gross, 1975

610.696 KCLS	610.4 SPL
BEL	B419H

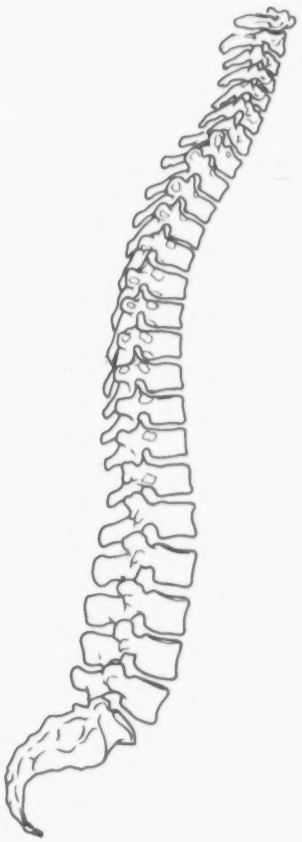
HOW TO TALK TO YOUR DOCTOR: THE QUESTIONS TO ASK
Janet Maurer, 1986
610.696 KCLS
MAU

THE LIFE YOU SAVE: A GUIDE TO GETTING THE BEST POSSIBLE CARE FROM DOCTORS, HOSPITALS AND NURSING HOMES.
Lewis Miller, 1979

610.696 KCLS	610.696 SPL
MIL	M615L

HELP
Health Education Library Program

Help yourself to better health at Carnegie Library of Pittsburgh



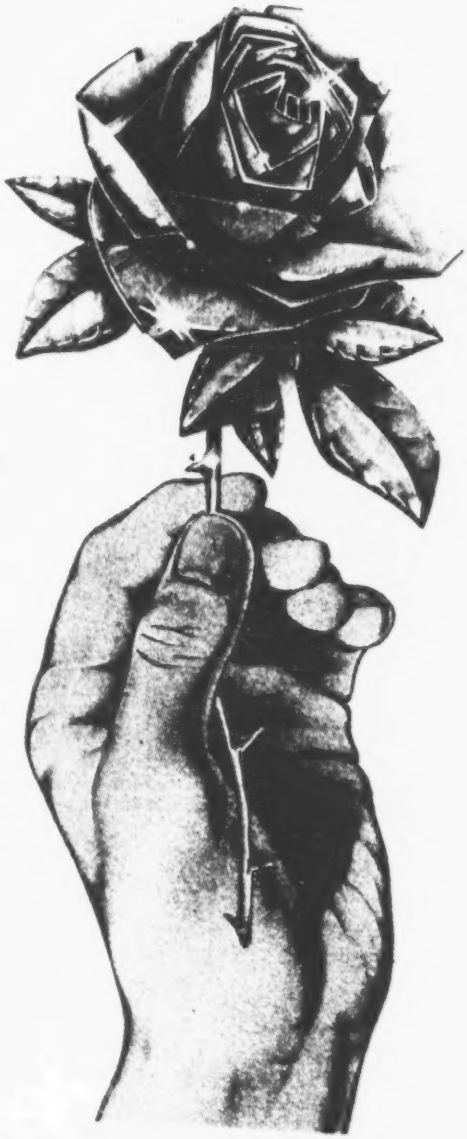
Oh! My Aching Back

THE LOVE BUGS

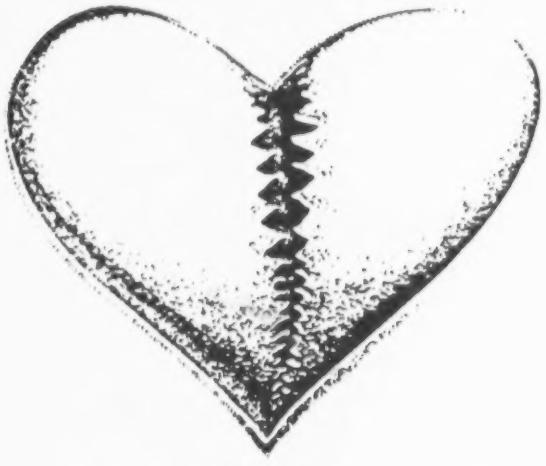
Sexually Transmitted Diseases

KING COUNTY HEALTH INFORMATION NETWORK
A network of libraries dedicated to bringing you health information. (Funded by a grant from Library Services and Construction Act.) 1/87

ARTHRITIS BOOK LIST



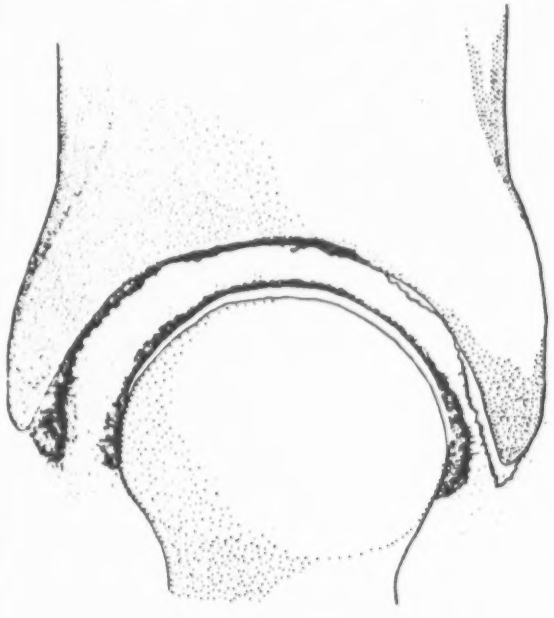
King County Library System - (KCLS)
Seattle Public Library - (SPL)



Heart Disease

The Nioga Library System's Health Education Library Project (HELP) is designed to bring you, the consumer, health information by way of the public libraries in Niagara, Orleans and Genesee Counties. Health information is available on a variety of topics including heart disease. The following titles and other information on this topic can be found at the libraries listed on the reverse side.

American Heart Association Cookbook
American Heart Assoc. McKay, 1977
The Living Heart
DeBakey, Michael McKay, 1977
Type A Behavior And Your Heart
Friedman, Meyer Knopf, 1974
Consultation With A Cardiologist
Haft, Jacob Nelson-Hall, 1979

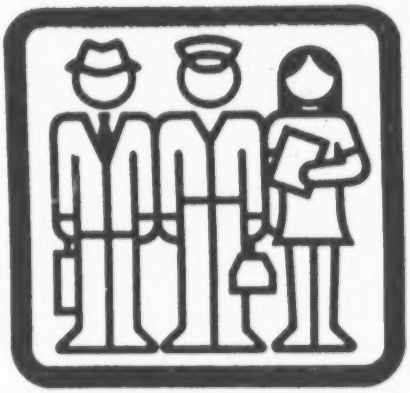


arthritis

The Nioga Library System's Health Education Library Project (HELP) is designed to bring you, the consumer, health information by way of the public libraries in Niagara, Orleans and Genesee Counties. Health information is available on a variety of topics including arthritis. The following titles and other information on this topic can be found at the libraries listed on the reverse side.

The Arthritis Book
Engleman, Ephraim Dutton, 1979
Arthritis: The New Treatments
Freeman, Julian
Contemporary Books, 1981
Arthritis: A Comprehensive Guide
Fries, James F. Addison-Wesley, 1979
Living With Your Arthritis
Rosenberg, Alan L., ed. Arco, 1979

Wellness Works



Wednesday Evenings 7:30 P.M.

at Northland Public Library

A Series of One Hour Discussions on
Consumer Health Topics With Health Experts
From Allegheny General Hospital

3/27/85 ARE YOU FIT ENOUGH TO EXERCISE
4/24/85 THE PSYCHOLOGY OF DIETING
5/22/85 STRESS/DISTRESS: IMPROVING YOUR COPING SKILLS
6/26/85 COPING WITH AGING PARENTS
7/24/85 HELP FOR THAT ACHING BACK
8/28/85 ARTHRITIS: NOT JUST GROWING PAINS
9/25/85 GROWING OLD GRACEFULLY
10/23/85 PRESCRIPTIONS: MEDICATION UPDATE

NO ADMISSION FEE RESERVATIONS: 366-8100

NORTHLAND PUBLIC LIBRARY

and

AGH **allegheny general hospital**

This guide was published at a total cost of $5098. or $14.60 per copy to provide the librarians in Florida's public, institution, and health science libraries with information to assist them in developing and promoting consumer health information services.

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